

Supplement No. 2

TO THE

American Line Type Book

Presenting Many
New Series of Beautiful Type Faces
Not Heretofore Shown in
Our Catalogues

1911

AMERICAN TYPE
FOUNDERS COMPANY





7 2⁰⁰

Supplement
No. 2

American Line Type Book

Presenting many
new series of beautiful type faces
not heretofore shown in
our catalogues

American Type Founders
Company

Originator of Type Fashions

9

American Type Founders Co.

Largest Type Foundry in the World



Selling Houses

BOSTON
270 Congress Street
NEW YORK CITY
Rose and Duane Streets
PHILADELPHIA, PA.
17-19 South Sixth Street
RICHMOND, VA.
1320 East Franklin Street
BALTIMORE, MD.
213-215-217 Guilford Avenue
BUFFALO, N. Y.
45 North Division Street
PITTSBURGH, PA.
323 Third Avenue
CLEVELAND, OHIO
15 St. Clair Avenue, N. E.
CINCINNATI, OHIO
124 East Sixth Street
WASHINGTON, D. C.
1210 G Street, N. W.
CHICAGO, ILL.
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DETROIT, MICH.
39-45 W. Congress Street
ST. LOUIS, MO.
Ninth and Walnut Streets
MINNEAPOLIS, MINN.
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KANSAS CITY, MO.
602-604 Delaware Street
DENVER, COLO.
1621 Blake Street
PORTLAND, ORE.
92-94 Front Street
SAN FRANCISCO, CAL.
820-822 Mission Street
VANCOUVER, B. C.
Homer and Helmcken Streets
SEATTLE, WASH.
317 Second Avenue, South
SPOKANE, WASH.
Sprague Avenue and Browne Street
LOS ANGELES, CAL.
121 North Broadway
DALLAS, TEXAS
2024-2026 Commerce Street

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96 Beekman Street
ATLANTA, GEORGIA
Dodson Printers Supply Co.
55 South Forsyth Street
MILWAUKEE, WIS.
Milwaukee Printers' Supply House
127 Second Street
LOUISVILLE, KY.
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Toronto Type Foundry Co., Ltd.
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Toronto Type Foundry Co., Ltd.
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Toronto Type Foundry Co. Ltd.
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LONDON, E. C., ENGLAND
Linotype & Machinery, Ltd.
188 and 189 Fleet Street
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National Paper & Type Co.
7a De Nuevo Mexico 122
GUADALAJARA, MEXICO
National Paper & Type Co.
183 Avenida Colon
MONTERREY, N. L., MEXICO
National Paper & Type Co.
Dr Mier No. 107
HAVANA, CUBA
National Paper & Type Co.
Calle O'Reilly No. 46
NEW YORK CITY, N. Y., U. S. A.
National Paper & Type Co.
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For showing and prices of other American Line Type Faces please refer
to American Line Type Book and the First Supplement

The tint blocks used throughout this Supplement were trimmed and routed on a Miller Combination Saw-Trimmed and Router and printed four tints at one impression in sixteen-page forms

TO USERS OF TYPE

Keep this Supplement before you and refer to it frequently when laying out your work. The display pages will assist you materially in selecting a new dress for a catalogue, booklet or for that matter any job of printing, as they give you a splendid idea of what may be done with each series. The American Type Founders Company invites you to take advantage of the suggestions freely

For complete showing of other American
Line Faces please refer to the American
Line Type Book and First Supplement



Why Buy OLD Type Faces When NEW Ones Cost No More?

IN this Supplement to the American Line Type Book is shown a number of new and beautiful type faces not heretofore printed in catalogue form. The American Type Founders Company's world-wide reputation for originality in its selection of popular and stylish type designs remains unchallenged, and the foremost printing offices of the country are now rapidly equipping with its latest and best products. The question now arises: "Why buy old type faces when new ones cost no more?" Why continue the use of old-fashioned type faces when new faces make your work more attractive; when the new faces are carried in stock for prompt delivery, while the old faces are invariably cast to order, necessitating delay and increasing cost? Let the printer seriously consider this and realize how much more profitable he could make his business were he to throw away the old, worn-out type faces and select from the catalogues of the American Type Founders Company his requirements from the many useful and profit-making series of American Line Type. Keep the plant young through infusion of variety

AMERICAN TYPE FOUNDERS COMPANY

72 Point

3 A \$5 20 4 a \$3 85 \$9 05

INTERMINGLES
Cheltenham Dame

60 Point

3 A \$4 50 5 a \$3 35 \$7 85

DECEMBER NIGHT
Chimes Entertainment

48 Point

4 A \$3 35 7 a \$3 10 \$6 45

DELIGHTS REQUESTED
Instinctive Maternal Lullaby

42 Point

4 A \$2 65 8 a \$2 60 \$5 25

UNKIND NEMESIS HINTING
Maiden Demanding Information
Handsome Christmas Reminder

Cheltenham Oldstyle Condensed

36 Point

5 A \$2 30 8 a \$1 95 \$4 25

MENTIONING SUBLIME THINGS
Characteristic Esquimaux Decoration
International Question Recapitulated

30 Point

6 A \$2 00 12 a \$2 05 \$4 05

EXPERIMENTING TINSMITH DESCRIED
Kindergarten Entertainment Reorganizations
Bostonian Selected Prominent Manufacturer

24 Point

8 A \$1 65 17 a \$1 85 \$3 50

IMPERTINENT REMARK ENJOINED WITH ZEST
Demonstrative Esperanto Linguist Acquires Proficiency
Beautiful Series for Booklet and General Job Printing

18 Point

13 A \$1 60 24 a \$1 65 \$3 25

MODERN DESIGNER SHOWING
Some Rather Select Border Designs
Originality Given Usual Prominence

10 Point

24 A \$1 20 48 a \$1 30 \$2 50

DECORATIVE INSTINCT IN GENUS HOMO
Puts on Ornament Before it Learns to Use Clothes
Curious and Interesting Human Traits Displayed
Savage Races Grotesquely Decorate Their Bodies
Humanity Always Did Love Ornament and Color

14 Point

17 A \$1 50 34 a \$1 50 \$3 00

GREAT MERCHANT PRINCE EMBARKS
Important Turkish Mogul Drinks Perfumeries
Pretty Discarded Favorites Quietly Beheaded

8 Point

27 A \$1 05 56 a \$1 20 \$2 25

THE PART THE EYE PLAYS IN FAST TYPE SETTING
Speed of Arm Is a Factor of Only Secondary Consideration
Alert Eye Should Continually Scout Ahead of The Fingers
Unerringly Noting the Exact Lay of The Letter in The Case
Economically and Systematically Directing Each Movement

12 Point

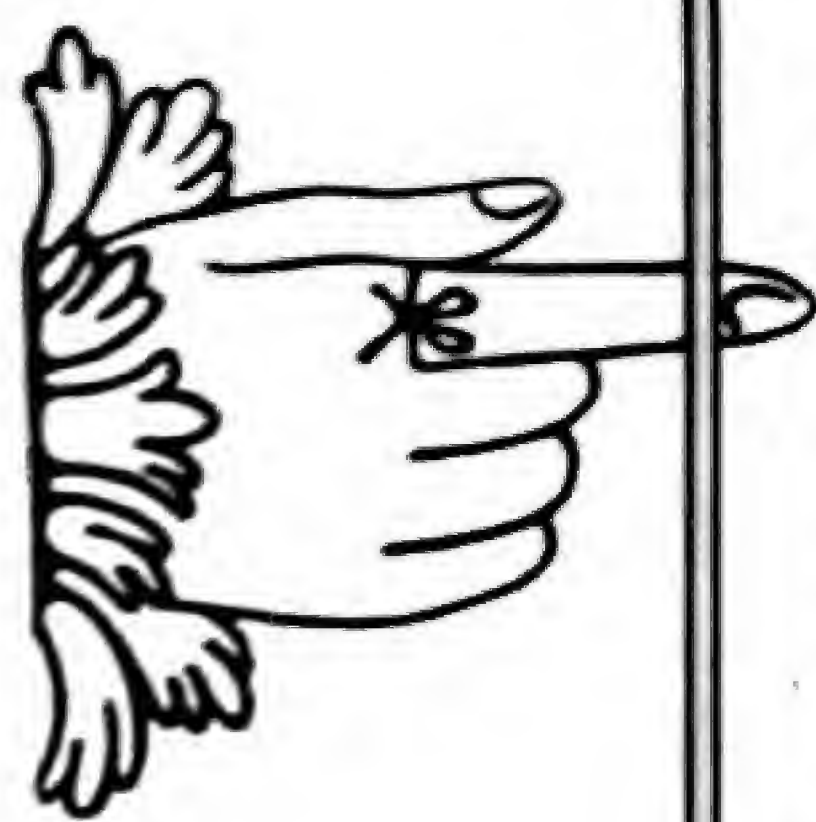
22 A \$1 40 43 a \$1 35 \$2 75

EMOLUMENT AND MUCH RESPECT DESERVED
Printing is Seventh Giant Industry in the United States
Better Day Dawning \$1234567890 Printing Crafter

6 Point

30 A \$0 95 60 a \$1 05 \$2 00

APPRECIATING THANKSGIVING FESTIVITIES PROMPTLY
Magnificent Specimen of American Turkey Anticipated from Student
Extemporaneous Toasts Affording Entertainment With Amusements
August Personages Becoming Intoxicated During Informal Occasion
Indigestion Prevented Through Beneficial and Prolonged Exercising
Frolicing Youngsters and \$1234567890 Some Energetic Compositors



YOU POSITIVELY CAN'T
AFFORD TO FORGET the
**HEDGEBURG
FARM NEWS**

IT is the very best medium
for farm advertising and
general chronicles in and
about the farm region of
this and surrounding counties
of our State. It is paid for and
read by more of the first-class
families of this State than any
other newspaper devoted to
the interests of ranchers and
farmers in general. You can't
find a better way to get into
the best homes than through
the columns of this valuable
family paper and advertiser

PUBLISHED EVERY WEDNESDAY

Single Copies
Seven Cents
Three Dollars per
Year; One-Fifty
for Six Months

Panel Border Bulfinch Attractor

**May Peace
Abound**



A
Christmas
Carol

Issued by
Hanover Publishing Company
Philadelphia, Pa.

Holiday Decorator



A STITCHER THAT IS AS MUCH DIFFERENT FROM AND AS MUCH BETTER THAN
OTHERS AS THE MODERN PRINTING PRESS IS BETTER THAN THE HAND PRESS

THE BOSTON WIRE STITCHER

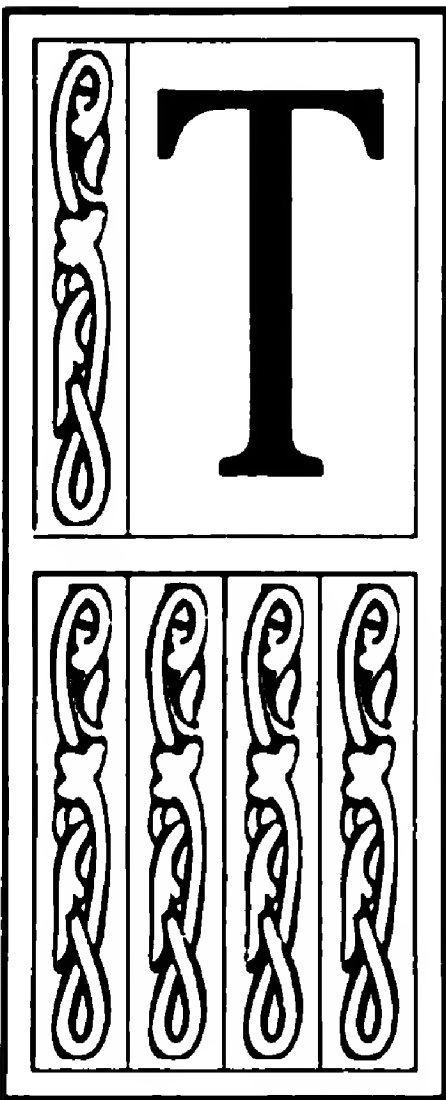
The Single Adjustment Feature of the Boston Wire Stitcher is an invaluable time and money saver. By turning the hand wheel at the back of the machine to gauge the thickness of the work, all the parts, including the feed, the cutter, clinchers and table, are automatically adjusted, and the first stitch driven is perfect. This one feature does away with the many expensive accidents typical of all competitive machines and places the Boston Stitcher at the top notch as a time and money saver. It should be remembered that from three to six different operations are necessary in other stitchers having any adjustment for length of stitch, and those without adjustment are capable of stitching but a few sheets at each operation. This simplicity of adjustment places the stitcher within easy control of the operator

Rapid, Simple and in every
manner a Reliable Machine

AMERICAN TYPE FOUNDERS COMPANY

Century Border Cast Squares

SIGNIFICANCE AND BEAUTY IN HIGH ORNAMENTAL ART



THROUGH ornament, significance or beauty is imparted to utility. It is either symbolical or it is aesthetic. Symbolic ornament consists of elements or forms chosen for the sake of their significance — Aesthetic ornament consists of forms chosen for their beauty alone, or their power of appealing to the senses. ¶ Of historic styles of ornament, the Gothic Egyptian, Assyrian, Persian, Byzantine Scandinavian, Indian, Polynesian, and many Chinese and Japanese ornaments are symbolic possessing elements and ornamental details chosen for their significance; while in the Greek, the Roman, and the Renaissance ornament the purely aesthetic motive is characteristic. ¶ Ornament, again, may be natural or conventional — imitative or inventive. The terms "natural" and "imitative" have the same meaning — viz., the exact copying of natural forms, so that they become principal, not secondary, as perfect ornament should be. Conventional ornament is the adaptation of natural forms to ornamental and technical requirements, and is seen in its greatest beauty in the frank treatment by the Indians and the Persians of their flora and fauna for the decorative enrichment of their textile fabrics, earthenware, jewelry, and implements of war

Cheltenham Oldstyle Condensed in Practical Display



A Beautiful Residence

IN A MASTER DEVELOPMENT. All those up-to-date features that make for comfort and liveableness, and which are usually associated only with high-cost houses, are to be found, at moderate prices, in the beautiful residences just completed, and welcoming your inspection at

Mount Elmwoods on Central Bayshore Electric Line

Built on plots 150 x 300, equal to 14 city lots and within easy walking distance of the station

Each residence has large living room, butler's kitchen finished in tile and white enamel with running water and range, laundry, library and from three to eight large light and airy sleeping rooms and roomy porch. Has electric and gas fixtures, screens, shades and awnings. Decorations quaint, restful and harmonizing with the finish of wood work. Beautiful lawn and tennis court

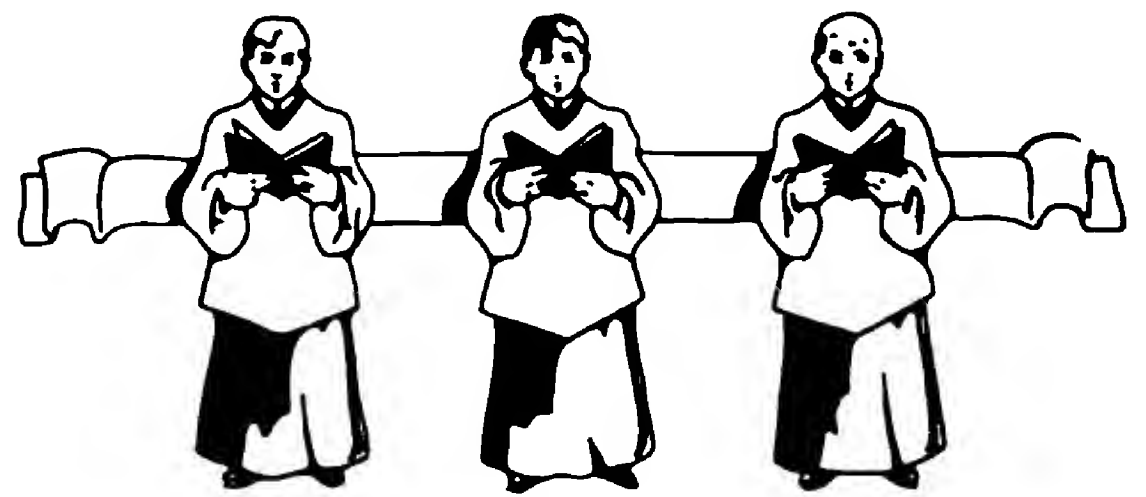
Prices begin at \$3,500, then \$4,200, \$4,800 and up to \$12,000. Also a limited number ranging from \$15,000 to \$20,000. Any of these beautiful, modern residences may be purchased on terms to suit conservative buyers

One-Half Acre Cottage Plots, \$1,500. \$125 Down and \$10 Monthly. Write for Booklet

H. M. Hartman & Co.

Number 98 Brotherlove Avenue, Philadelphia

Panel Border Renaissance Ornament



EASTER

ONE WEEK FROM NEXT SUNDAY

Easter garb for clergy, clerical clothing, Latin and Anglican cassocks, albs and surplices, and pulpit gowns; in fact, everything that the clergy wears. Easter garb for choristers can be found here in a fine line of cassocks in black and colors, also cottas; in fact, we now have complete choir outfits in the very best of fabrics. Even the altar boys have not been forgotten as our excellent line of cassocks and surplices will show. Our new display of Easter neckwear merits your inspection—the season's best

HANCOCK & GORDONS
THE BROADWAY DEPARTMENT STORE

Panel Border Holiday Decorator

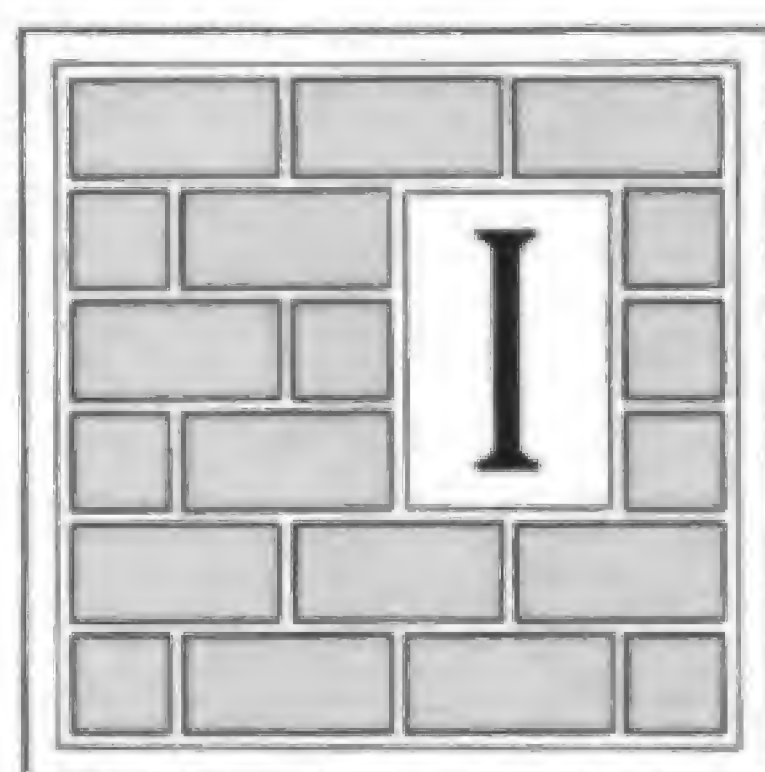
If your competitor talks about you
put him on the payroll. Never mind
what he says so long as he talks

Century Border



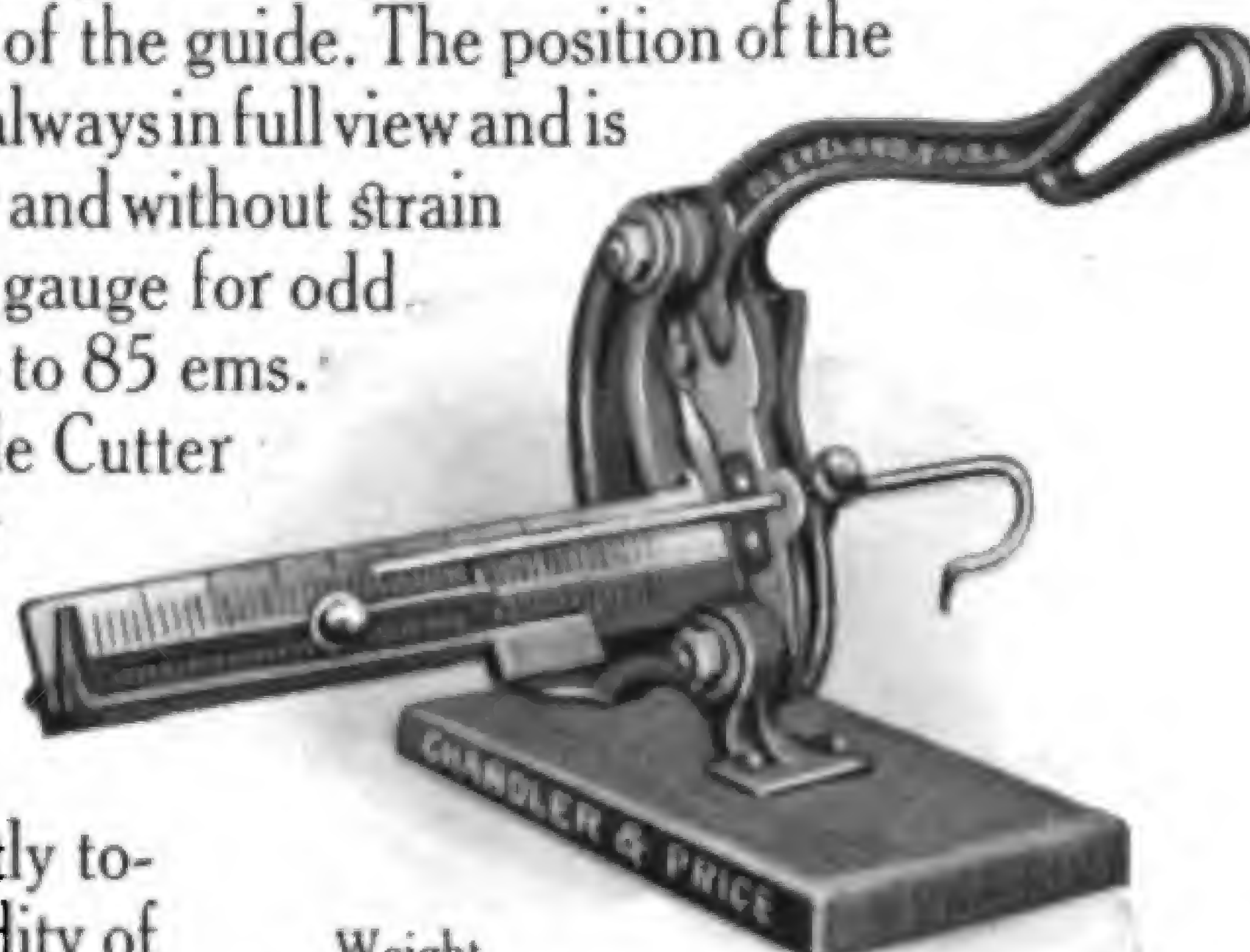
Electrotype Half-tone No. 1 for 2 colors; complete \$2.00

The Chandler & Price Lead and Rule Cutter



IN this cutter are many valuable features. It is a radical departure from every other style. The bed is nearly vertical, but inclines slightly from the operator. The lead or rule rests on a raised guide along the lower edge and automatically assumes a true position by gravity, assuring a square cut. The guide is accurately graduated to 12-point ems and numbered to 5-em lengths. The gauge is reversed for cutting leads required longer than the bed, and is fitted with a latch to engage the slots of the guide. The position of the guide is such that the graduated scale is always in full view and is immediately seen without stooping over and without strain on the eyes. A thumb-screw holds the gauge for odd lengths. Gauges 14 inches—from zero to 85 ems.

In the Chandler & Price Lead and Rule Cutter the cutting mechanism is designed for accuracy and special rigidity. The two cutting blades are practically built to each other by being fastened at both ends, which keeps them working tightly together. Powerful leverage and the rigidity of adjustment are characteristic in this cutter.



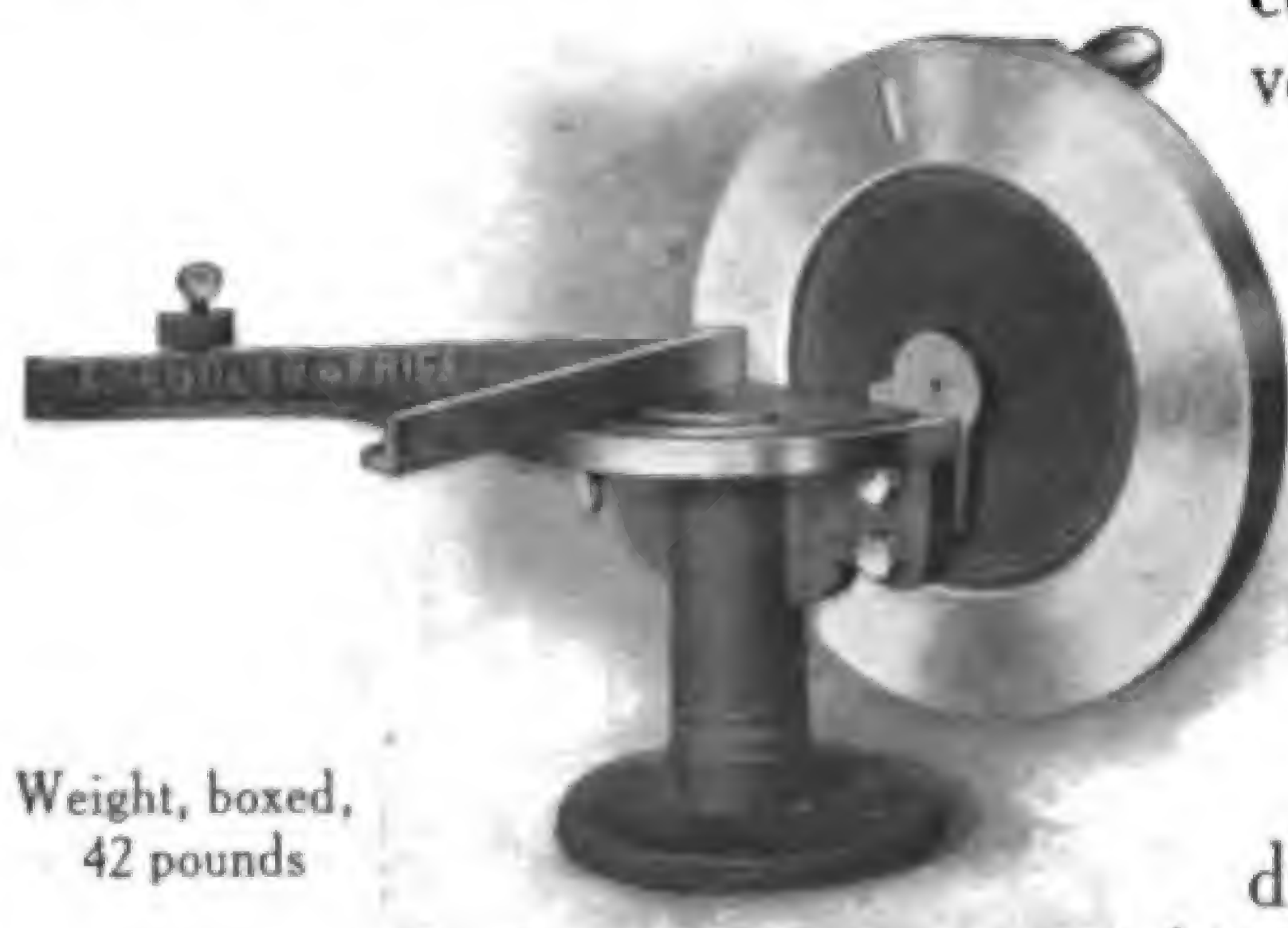
Weight, boxed, 15 pounds

The gauges on this cutter, when properly adjusted, cannot possibly slip; they are accurate and are sure to remain so. Short measures are quickly cut on the front gauge.

The Chandler & Price Mitering Machine

This is a strong, well-built machine for mitering brass and metal rule to any desired angle. By adjusting the screw at the end of the hub the knife can be instantly set to

cut any desired strength, making it convenient to start a miter with a strong shave, thus cutting more rapidly, and then toning the shave down to accuracy in the finishing. A good mitering machine is one of the handiest implements around a composing room—a tool that is useful in so many ways that it will pay for itself in economized time. The Chandler & Price Machine is different from all others in design. It combines strength with simplicity. The knife is made of the very best steel and is easily sharpened, thereby insuring a good miter.



Weight, boxed, 42 pounds

Half-tone Cuts used on this page are taken from Chandler & Price catalogue

UNDERMINE
Honest Sailors

MUSIC ENDING
Studious Mothers

DESIGNS PLEASED
Recognized Simplicity

HANDSOME MEMBER
Cheltenham Style Recent
Prints Beautiful Brochure

36 Point 5 A \$2.55 9 a \$2.45 \$5.00

DESIRED LEGIBLE SERIES
Promised Rewards Compared
Manuscripts Interested Printer

30 Point 6 A \$2.25 10 a \$2.00 \$4.25

STUDIED TIRESOME PROBLEMS
Modern Printers Secure Cheltenham
Superlatively Composed Manuscript

24 Point 7 A \$1.70 14 a \$1.80 \$3.50

USEFUL NORTHERN FROZEN RIVERS
Encouraging Uniform American Hospitality
Combinations Regarding Window Colorings

18 Point 11 A \$1.60 21 a \$1.65 \$3.25 10 Point 19 A \$1.20 38 a \$1.30 \$2.50

BEAUTIFUL MAHOGANY
Quickest Newspaper Printers
Discouraging News Received

LUMBER CAMPS DISCOURAGED
Discard Your Obsolete and Worn Out
Type, Substitute Modern Type Faces
Popular Cheltenham Family Relieves
Customers and Printers from Anxiety

14 Point 15 A \$1.45 28 a \$1.55 \$3.00 8 Point 22 A \$1.05 45 a \$1.20 \$2.25

PRINTERS THRONGING SHOPS
Cheltenham Medium For Best Work
Helpful Type Faces Relieve Owners

DEMOLISH LARGE ORIGINAL THEATRE
The Bringing Out of Type Faces in Large Series
And the Development of Families Has Caused
The Change in Typography; the Change which
Shows Contrasts by Use of the Varying Weights

12 Point 17 A \$1.35 34 a \$1.40 \$2.75 6 Point 26 A \$0.95 50 a \$1.05 \$2.00

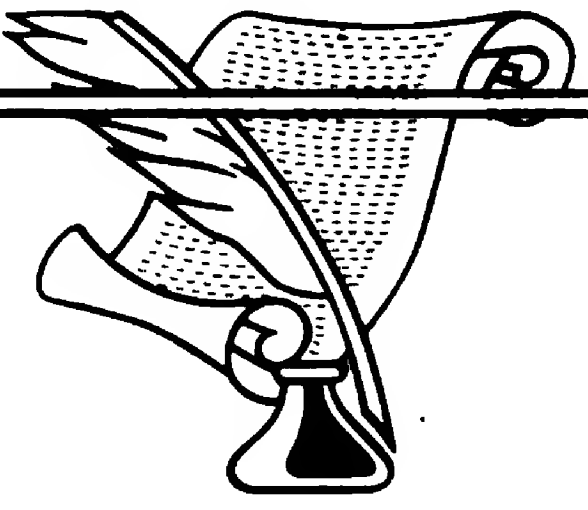
MIDSEASON RAINY PERIOD HELPFUL
Italian Artists Entertained American Guests
Racing Pedestrian Matched Championship
American Type Best Type \$1234567890

THE BUYING OF TYPE FACES IN WEIGHT FONTS
If You Have Never Tried This Plan You Have No Idea of
The Time Saved in the Composing Room. This of Course
Necessitates Larger Fonts, and it is on this Account that
Printers Will Appreciate the Innovation Established by
The American Type Founders Company of Selling Job
Type in Weight Fonts at Body Type Prices \$1234567890

Cheltenham Medium in Practical Display

Business Methods

A MONTHLY REMINDER OF TOPICS IN OUR FACTORIES



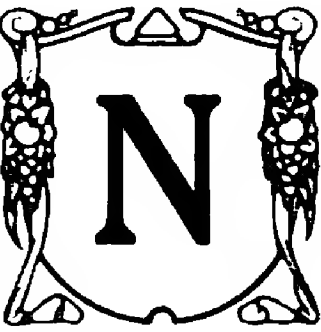
Special Talks on

Advertising

Regarding
Its Advantages
and Power

Versatile Ornament No. 86

INFLUENCE OF THE TRADE JOURNAL ON OUR INDUSTRIAL DEVELOPMENT



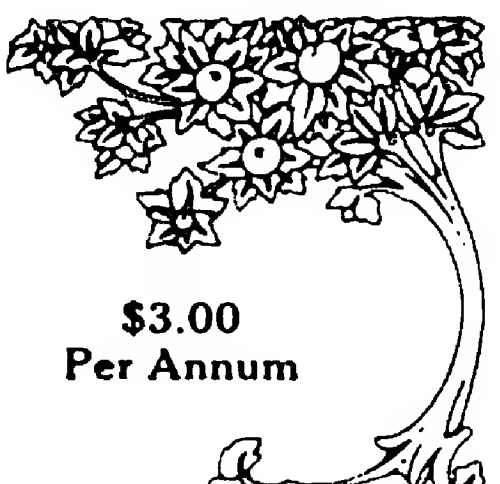
EVER has it been reported that Aesop published a technical journal, but it is widely known that he possessed a generous supply of the truly American advantage, practical common sense. Thus equipped, and with his ability to present his message in an attractive form, he might have justly aspired to the profession of journalism (even technical journalism) but for the fact that he was born some thousands of years too soon. One of the Aesop stories relates how a certain husbandman told his sons that he had left unto them gold buried under the ground in his vineyard, and they dugged all over the ground and of the gold they found none, but by reason of stirring and digging the mould about the roots of their vines, they had a very good vintage the next year. Lord Bacon, another philosopher who ought to have been an American, repeats this fable with the following comment: "So, assuredly the search and stir to make gold hath brought to light a great number of good and fruitful inventions and experiments, as well for the disclosing of nature as for the use of man's life." Now, it is just along these lines that the

Strathmore Mortised Initial No. 225, Color No. 226

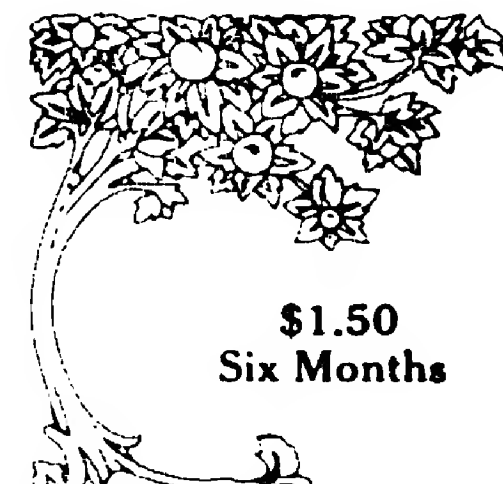
JUST ENOUGH DIVERSION

To secure proper attention and a large circulation many successful proprietors agree that in the judicial handling of copy for reading matter lies the way to progress. To our pages is credited many facts that divert and amuse

THE MODERN POST



\$3.00
Per Annum



\$1.50
Six Months

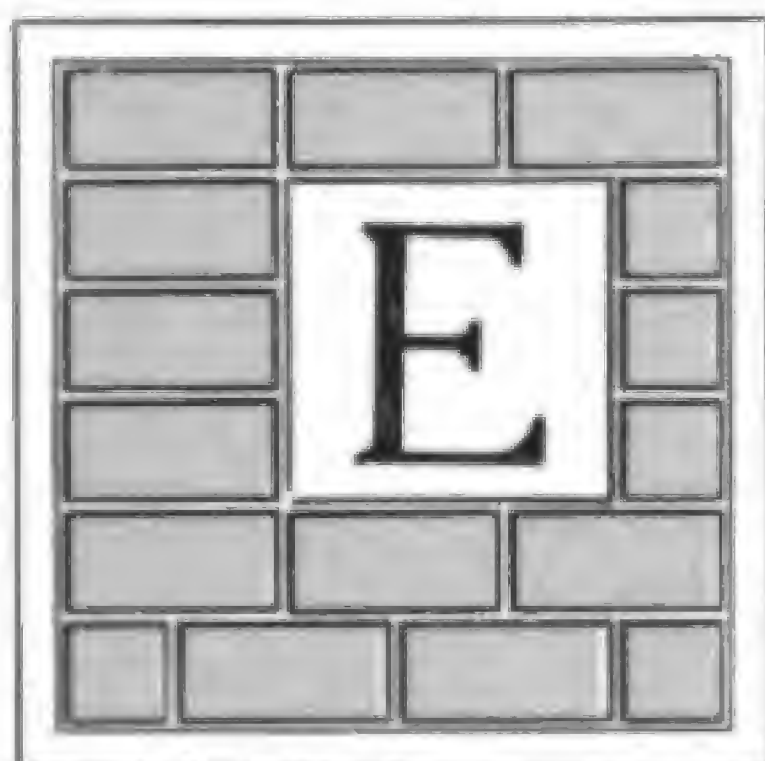
Strathmore Ornaments Nos. 217 and 218 Century Border

Cheltenham Medium *and Italic* in Practical Display



Electrotype Half-tone No. 2 for 2 colors; complete \$2 00

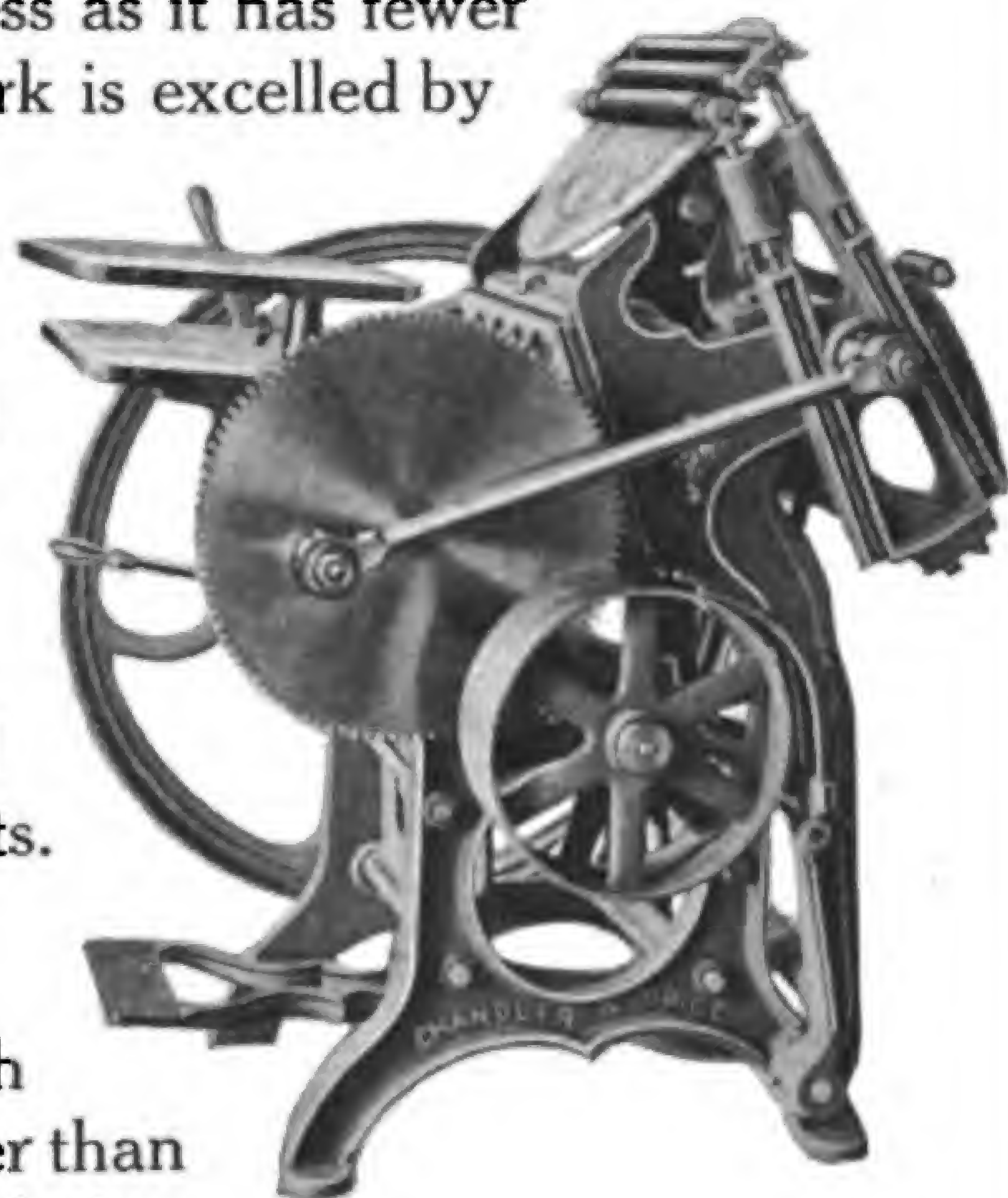
ABOUT THE CHANDLER & PRICE GORDON PRESS



ENTERPRISING printers are appreciating the important points which make this press far superior to any other. In ninety out of one hundred printing offices in the country, the Chandler & Price Gordon Press is certainly the greatest money maker in proportion to investment and cost of operation of any of the equipment. When other presses are idle in a shop, this press is usually busy and crowded with work. It is undoubtedly true that the foundations of a big majority of the successes made in the printing business during the past twenty years were laid with the profits made upon Chandler & Price Gordon Presses. Although the first of these machines were built in the year 1886, most of them are still in use. Printers will part with other presses for new ones, but they hold on to their Chandler & Price Gordons. This is proven by the fact that though thirty-four thousand of these machines are in use, it is an unusual thing to find a second-hand Chandler & Price Press that is offered for sale, they being so well constructed they outlast all other makes.

The Design or Mechanical Principles

A machine of few parts has a distinct advantage over a machine having many parts, provided it does its work equally well. That is one of the great advantages of the Chandler & Price Gordon Press as it has fewer parts than any other type of job press, and its work is excelled by no other. The fact that there are over thirty-four thousand Chandler & Price Gordon Presses in everyday use should be sufficient evidence that they give first-class satisfaction. The design and mechanical principles produced in the Chandler & Price Gordon Press are as nearly "fool proof" as a printing press can possibly be made. It has no complicated parts, and is simplicity itself in all its movements, thereby reducing most repair costs.



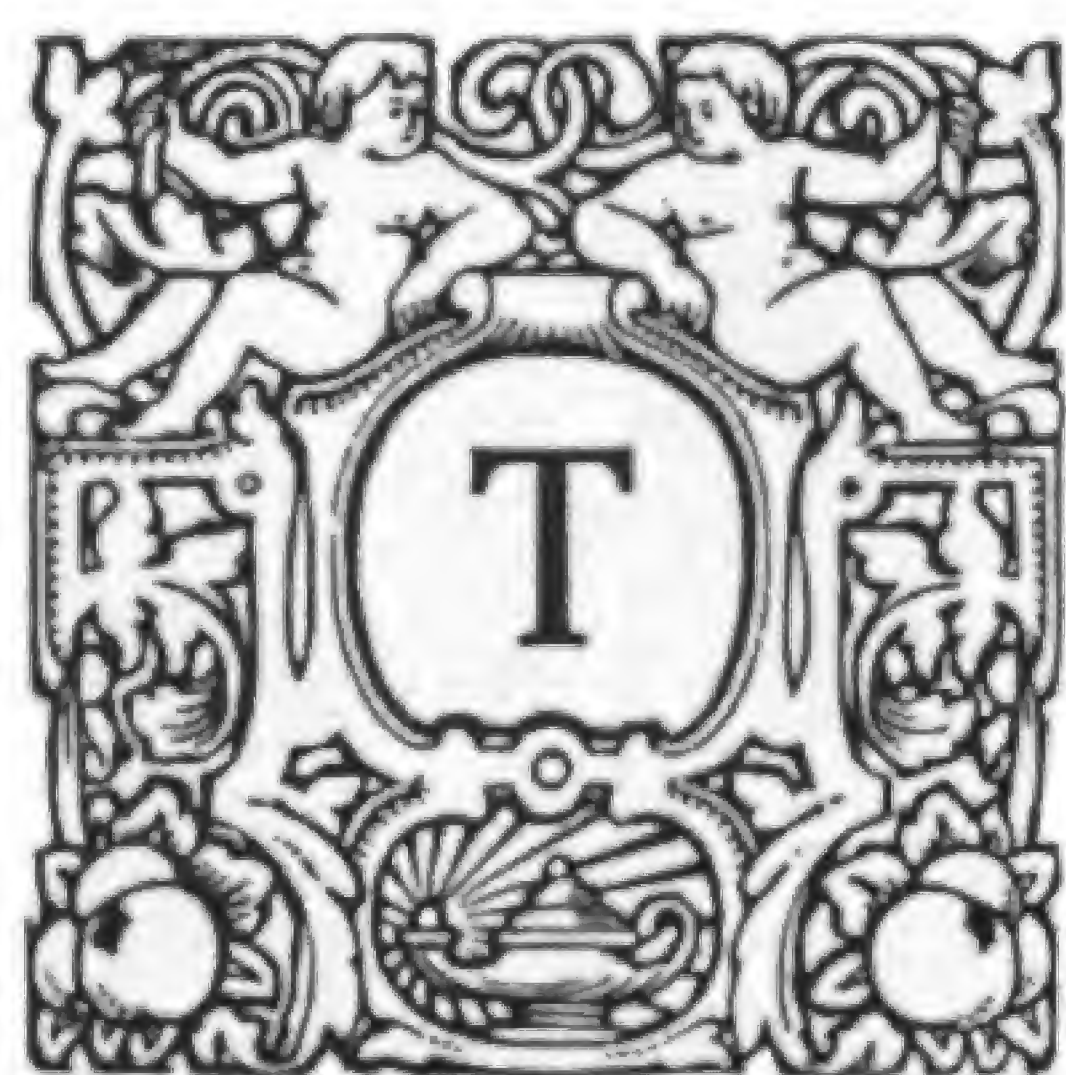
Weight Balanced Perfectly

The Chandler & Price Gordon Presses weigh from three hundred to five hundred pounds heavier than other presses of the same type, the extra material being largely in the frames, the platen and the bed, though it is distributed in proportion through the other parts of the machine on which strain of impression is thrown. Great care has been used to distribute the weight so that all parts

Half-tone Cuts used on this page are taken from Chandler & Price catalogue

Some Marine Expeditions Under Extraordinary Men

GIVING A COMPLETE AND DESCRIPTIVE ACCOUNT OF THE CRUISE
THROUGH THE PERILOUS CHANNELS TAKEN BY THE SEARCHERS



THESE marvellous and very exciting adventures of John Amond, his servant Conseil, and a Norwegian harpooner, Ned Jenson, had their origin in 1867. For many weeks ocean vessels had been met by an "enormous beast," a long object shaped like a spindle, occasionally phosphorescent, and infinitely larger and more rapid in its movements than a whale. Others observed what appeared to be a sandbank, or reef, in mid-ocean, which shifted from place to place. Ships were injured by collisions with the mysterious object, and others were beyond the shadow of any doubt destroyed by it, since there were numerous total disappearances of vessels. Finally the United States Government sent out a warship, the Abraham Lincoln, to search for and capture or destroy the creature, whatever it might be. On that vessel I, John Amond, with Conseil and Jenson, secured passage. Hundreds of miles were sailed without any result. Then, November 28, not far from the coast of Japan, the object of our quest was sighted. A prolonged chase began, the unknown object easily keeping ahead of the ship. But one night it lay still upon the water, apparently an enormous whale with a luminous eye. Our vessel stole up to it. Ned hurled the harpoon. I heard the sonorous tone

Cheltenham Medium in Practical Display

THE glory and power of Printing is not in the past. Its influence at the present time makes it a powerful conservator of all human acts and progress. It is the handmaiden of all the arts, industries and sciences, and the most energetic worker in the world's shop to polish and refine the civilization of this age and the future. When we consider its mission, and see in it all the great possibilities for perpetuating the inventions and knowledge of all eternity, we may well designate present printing as the Art Preservative of all Arts



THE ORANGE GROVE

WHEN we speak of oranges, we at once bring before our minds a vision of the beautiful State of Florida, the flowery peninsula, where flows the fountain of youth perpetual. How would you like to own a few acres of the orange country? You will not find a more pleasant place for a home in all the world than among the orange trees with their fragrant blossoms and their golden fruit. The Key West Real Estate Company will mail you a portfolio containing actual photographs of the orange territory showing the groves at all seasons of the year. In this portfolio are also views of the Everglades, Cypress Springs, and some interesting historical sites in quaint old St. Augustine. Fill out the enclosed blank and mail to us, and receive this collection of views from Florida. This land lies close to the great Indian River district and is known to be free from destructive early frosts. Jacksonville lies but a few miles away and is reached by one of the best roadways in the State. Florida has an annual production of five thousand boxes

72 Point

3 A \$6 85 4 a \$4 55 \$11 40

SEIZE MINE
Deduct Riches

60 Point

3 A \$5 55 5 a \$4 10 \$9 65

BUSHINGTON
Kerns Abolished

48 Point

4 A \$4 25 6 a \$3 50 \$7 75

BANKERS TRUST
Monstrous Theatrical

42 Point

5 A \$3 65 7 a \$2 90 \$6 55

PICTORIAL REVIEW
Circular Advertisements
Runaway Maims Eleven

Cheltenham Medium (Non-Kerning) Italic

36 Point 5 A \$2 80 8 a \$2 80 \$5 10

CLEAR PRINTING DONE
Enormous Railroad Dividend
Material Saving Contrivance

30 Point 6 A \$2 35 9 a \$1 90 \$4 25

SOUGHT MODERN DESIGNER
Cheltenham Harmony Association
Handsome Lithographic Inventions

24 Point 7 A \$1 85 12 a \$1 70 \$3 55

WONDERFUL PRODUCTION GIVEN
Encouraging Department Superintendents
Concedes Unimportant Historical Precedent

18 Point 10 A \$1 60 20 a \$1 65 \$3 25 10 Point 19 A \$1 25 38 a \$1 25 \$2 50

INCREASING INTEREST
Crowded Department Stores
Gives Handsomeſt Souvenir
ADMIRER HANDSOME ITALICS
Recognized Leader in Type Fashions
The Result of Scientific Study Noted
Adequate Conception of Real Beauty
Wisely Avoids Persistent Elaboration

14 Point 15 A \$1 50 28 a \$1 50 \$3 00 8 Point 22 A \$1 10 43 a \$1 15 \$2 25

AMERICAN TYPE FOUNDERS
Corrects Constitutional Amendment
Superfluous Avoirdupois Unhealthy
HAS INDIVIDUALITY AND ORIGINALITY
Sought Deft Hands Guided by Studious Heads
An Italic Suitable for Wide Range of Display
Extremely Graceful, New Type Face Presented
Cherished Inmates of Oldest Library Interesting

12 Point 18 A \$1 40 35 a \$1 40 \$2 80 6 Point 24 A \$0 95 48 a \$1 05 \$2 00

PUBLICS ENTHUSIASM INCREASES
Recognized Peoples Exceptional Qualities
Americans Entertain German Yachtsmen
Rush Orders \$1234567890 Very Eſthetic
DISCRIMINATING PRINTER MERITED HONORS
Appreciative Craftsmen Will Admire this Beautiful Face
Most Readable and Impressive Italic Series Ever Shown
Note Liberal Gradation of Sizes and General Excellence
Renowned Achievements Reflecting Progressive Workers
Its Decided Superiority a Direct Result of Scientific Study
Type of Great Merit \$1234567890 Noteworthy Feature

Barton Dime Savings Institution

Four Per Cent
Interest Paid on
Deposits

Capital and Surplus
\$48,500

Safe Deposit
Boxes Rented by the
Month or Year

Versatile Border

HERMIT INLET

Out in the Pure, Pine
Laden Air the Day Long

This Out-of-Door Resort is the
most attractive of all the Fall
and Winter rendezvouses; the
absence of severe weather, con-
tinual sunshine, invigorating,
dry climate, pure water, every
convenience for visitors, etc.

Holiday Decorator

Mendson Club

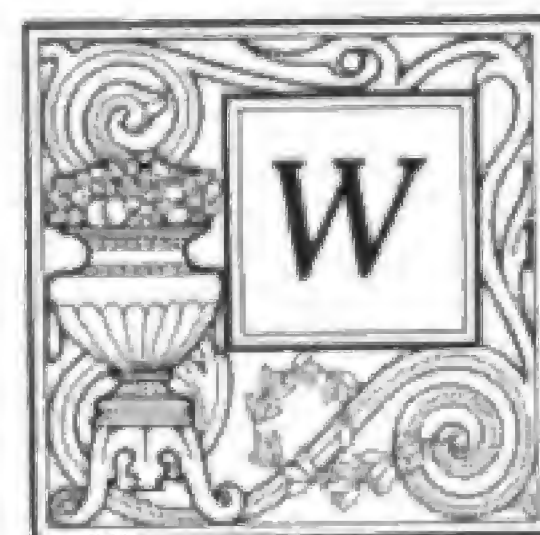
NOTICE

This advance notice is sent
to remind you of the date
set for our Twelfth Annual
Excursion to Boundingville
Beach. The regular games
are under direction of our
organizer, Mr. Knowles, to
whom all communications
pertaining to tickets, games
and dining service, should
be addressed. According to
resolution passed at our last
meeting, the member who
sells the greatest number of
tickets will be honored by
the club in the presenta-
tion of a twenty-dollar gold
piece. Don't forget the date

Rain or Shine

August Twenty-Ninth

What is a Specimen?



WE are often asked by
new correspondents
to send them a book
of specimens of our
work. In all of these
cases we reply that we have no
specimen book of our own work.
There is a marked difference in
the quality of the work you will
find in the books of specimens,
such as many printing houses
issue, and the quality of their
everyday product which they
deliver to their patrons. Write
for samples of catalogues and
booklets, and other commercial
work we have made in your line;
what we have done for others
we can do for you, and perhaps
even better. Give us a trial order

Hemingstone Print Shop

Highest Quality Catalogues and Fine Job Work
Doan Street, Kensington, Maine

Panel Border Renaissance Initial

Variety Means Profit and
New Faces Cost No More
Than The Older Designs

Variety is a strongly-marked factor in the commercial activity of this age. Modern merchants and manufacturers in all lines have found it profitable to cater to the public demand for frequent innovations. Many years ago the styles in feminine garments did not change once a year. A dress was in style until it was worn out. Now such styles change at least once in every three months. Even the apparently conventional clothing of men varies constantly. This Fall the coat lapels are cut short; last Spring they were cut very long. Naturally there is an added profit for the tailors and the dressmakers under these modern conditions. *They* will assert that variety pays. Every progressive printer will take advantage of this modern taste for variety, for more variety is possible in printing today than ever before. *The American Type Founders Company* is constantly designing and producing new and attractive type faces. These newer faces cost no more than the old designs and they will infuse into the work of the printer who buys them the variety that attracts the purchaser of printed matter

GRAND NAVAL AND MILITARY CELEBRATION

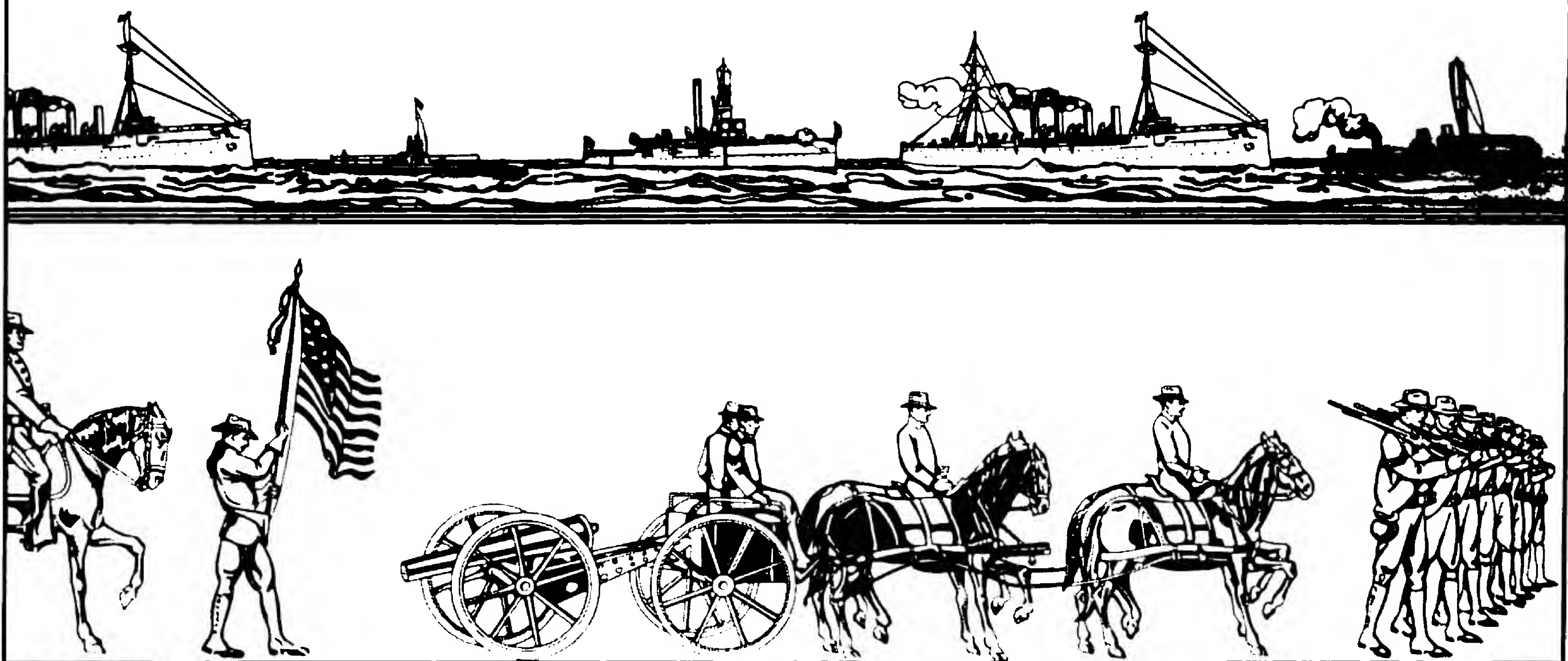


*Begins March 29th
and Closes April 1st*

*Souvenir
Program*

THE PROGRESSIVE LEAGUE

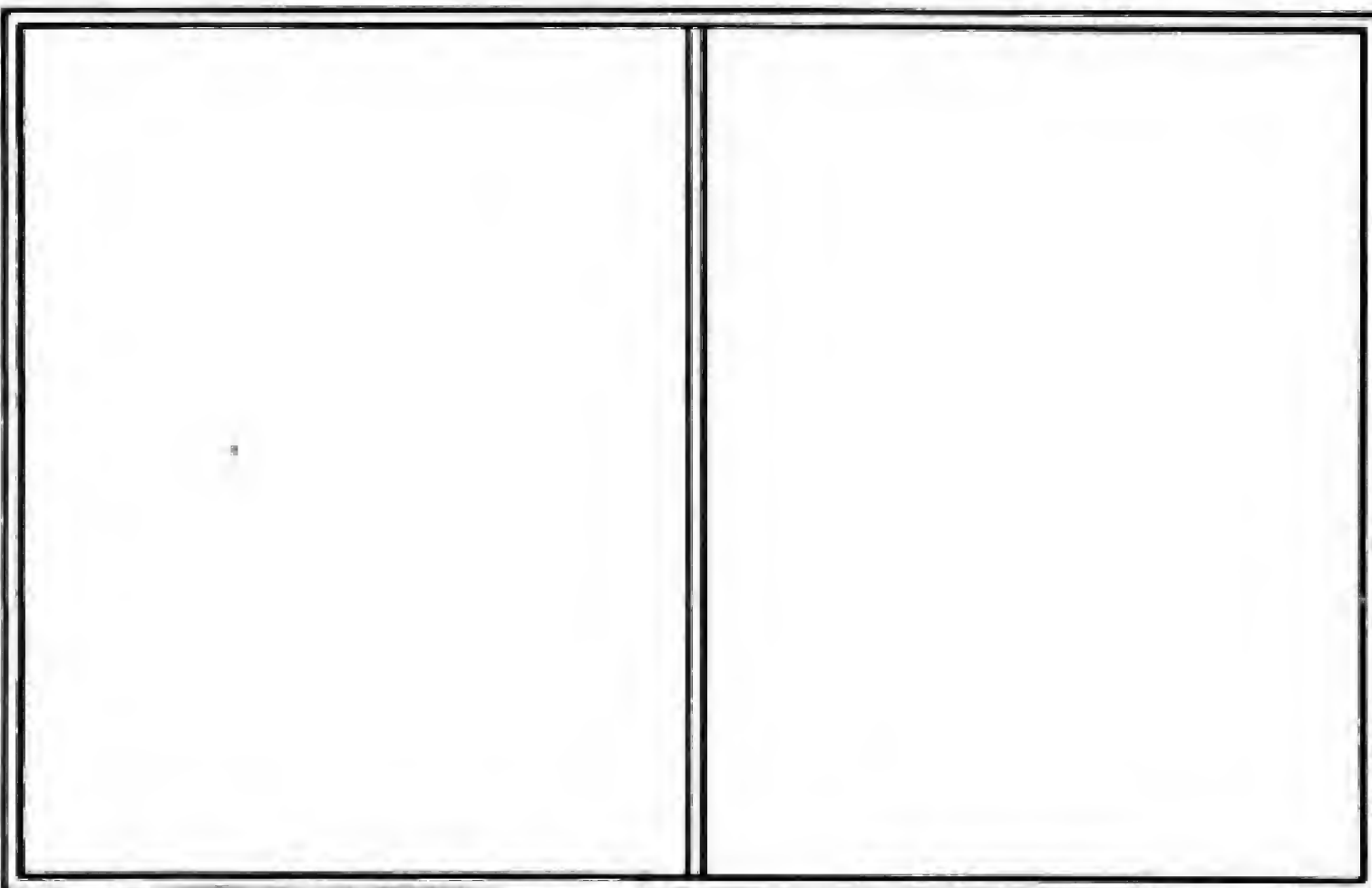
City of Boston, Massachusetts



OBTAINING THE TITLES

Closing the titles to real estate is often a very tedious matter and, unless it is conducted by experts, complications are apt to follow, and it is possible for you to incur great financial loss thereby. Let us show you our modern methods and facilities for closing real estate titles, etc.

TRUST COMPANY
Offices, Second Floor Trust Building



Century Border Strathmore Ornament

Wedding Gifts

FORD GOLDWARE

THE name of The Ford Company is so inseparably connected with Silverware that it may not be usually appreciated that the company also produces an extensive line of 14 and 18 carat Goldware which is truly renowned for its exquisite taste, for its great beauty and refinement and real artistic value. Almost any article in silver is usually made in gold. The splendid assortment of fine Tableware is most comprehensive, while within possible choice are Coffee Sets, Bowls and Cups, Loving Cups, Tea Caddies, Porringers, Picture Frames, Reading Glasses, Toilet Articles, Match Boxes, Mesh Bags and Articles for Ornament.

REAMER G. FORD COMPANY
Silversmiths and Goldsmiths
Sixth Avenue at Tenth Street
New York City, N. Y.

Evening Dress Garments for Men



WITH your working and everyday garments of course you are careless or indifferent, but just their functional duties demand that you adhere to established forms regarding the Evening Garments, even unto the smallest detail. Such are the Evening Dress Garments made by us. They are as perfect as hands can make them.

HARLEM GARMENT WORKS
1847 Montgomerys Avenue, Borough of Manhattan, New York

72 Point

3 A \$7 00 4 a \$4 15 \$11 15

NICE HERD
Mocking Bird
Royal Singers

60 Point

3 A \$5 45 5 a \$3 80 \$9 25

MINERS RING
Sublime Episode
Chairs Damaged

48 Point

4 A \$4 15 7 a \$3 55 \$7 70

GRAND KNIGHTS
Enchanting Mansion
Literary Department

42 Point

5 A \$3 60 8 a \$2 95 \$6 55

BRIGHT REMINDER
Enterprising Merchants
Statesmen Contributing

36 Point

5 A \$2 85 8 a \$2 40 \$5 25

CHARMING DREAMERS
Exquisite Souvenirs Bought
Remarkable Ornamentation

30 Point

6 A \$2 25 10 a \$2 05 \$4 30

PRINTING CLEVER DESIGNS
Have Interested Customer Remain
Distinctive Arrangement Obtained
Secures Numerous Useful Benefits

24 Point

7 A \$1 85 12 a \$1 65 \$3 50

MERITORIOUS REPORT GRANTED
Extraordinary Measures Receive Censure
Delighted Senators Securing Recognition
Harmonious Organizations Congratulated

Clearface

18 Point 10 A \$1 60 20 a \$1 65 \$3 25

**BRIGHT TYPE DESIGNS FOR THE PRINTER
PRODUCED ARTISTIC ADVERTISING PAGES**
American line type is noted for original and effective characteristics by the leading printers and advertisers of this country and abroad. Every printer who knows the value of artistic advertising typography will surely appreciate the splendid type faces recently brought out

14 Point 14 A \$1 45 28 a \$1 55 \$3 00

**SOME PLEASING DESIGNS IN
BORDERS AND ORNAMENTS**
In addition to the large and varied assortment of type designs made by this Company the printer can also be supplied with the most artistic line of modern decorative material

8 Point 24 A \$1 10 47 a \$1 15 \$2 25

**VITALIZE YOUR BUSINESS BY KEEPING
YOUR TYPE STYLES ALIVE AND ACTIVE**
New and original type faces stimulate orders for the printer. When the printer puts in a new face he knows he has something good to offer his customers, and this thought puts snap and ginger into his own thoughts and actions. In short, he gets a hustle on him, and business comes easier and more profitable. Type is the life-blood of the printing office, and the wise printer of today does not allow his type styles

12 Point 17 A \$1 35 35 a \$1 40 \$2 75

**POPULAR AMERICAN LINE TYPES
ARE PROFITABLE AND PLEASING**
The most important factor in building up a successful printing business is the type It is the lever which stimulates or retards the growth of an establishment. In many plants the types are put on the same par as the collective art knowledge, experience and brains of the organization \$1234567890

6 Point 25 A \$0 95 50 a \$1 05 \$2 00

**STRIKING EFFECTS SECURED WITH MODERN
TYPE DESIGNS AND DECORATIVE MATERIAL**
In most cases type should be purchased in families, in complete series and in large fonts. A great variety of unrelated types in small fonts is expensive to buy and expensive to use. Printers will get better and quicker results with large fonts of a few well-selected series of related styles than with a miscellaneous assortment of faces never intended to be used together, and with which good results are obtainable only by exercising a great amount of time-absorbing care. Simplify your type selection. Fewer faces and bigger fonts is the economic policy. Old material should be discarded without qualms whether it be cases, racks, type or what not, since it costs more to keep such material than to discard it \$1234567890

10 Point 19 A \$1 20 38 a \$1 30 \$2 50

**OBSERVING PRINTERS CONTINUE THE
DEMAND FOR DISTINCTIVE FASHIONS**
The type founder who produces a distinct and pleasing type face not only stimulates the type business but vastly stimulates the demand for printing. Such an addition to a printing plant is equal, at least, to the accession to the staff of a successful designer, and each new type face gives impetus to the printing business just as each brainy addition to the printer's staff does

5 Point 24 A \$0 95 48 a \$1 05 \$2 00

**THE TYPES THAT MAKE PRINTING POPULAR, BEING A
SIMPLE STATEMENT OF FACTS KNOWN TO PRINTERS**
The great type designs originated by this Company have captured the advertising genius of the country. The many new type faces recently brought out in related families have an immense potency in advertising. It has become worth while, necessary, in fact, for the advertisers to study type-design, and that study has cultivated a demand for printing millions of dollars' worth more than could have been the case if the American Type Founders Company had not reformed typographic design. Its influence has been as great abroad as well as in our own country, and now America, through its greatest type foundry, is acknowledged leader of type-fashions. The type-founder who perfects a successful type-face not only aids his own business, but helps the business of printers who use that face. If we examine the pages of our great magazines or the fine catalogues of the present period, we will observe them all using the type families mentioned above. The printer is wise that uses them

Clearface in Practical Display

The Swift



The velocity of this machine surpasses that of all other cars

THE SPEED CONTEST AT ROCHE
HOW THE SWIFT EASILY WON TH


Versatile Ornament

THANK YOU

We appreciate this order, which it is hoped has been filled to your liking and will lead to future business relationship between us

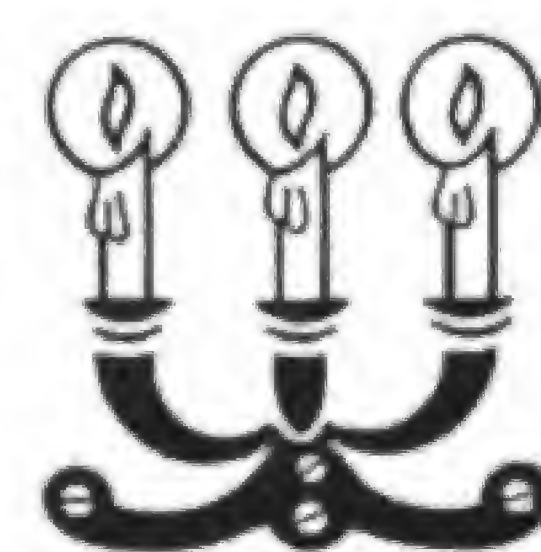
HIGH-GRADE
ADVERTISING
TYPOGRAPHY

MINORT PRESS
Caxton Building, Boston

HE purchase of appropriate ornaments is another great factor in the best printing offices. To have an assortment constantly on hand and plenty for every emergency is really an economic proposition. It goes without saying that a graceful and properly selected ornament applied to a job of printing will

HART SHINE IS THE BEST SILVER CLEANER

Royal Silver of Louis XIV



JAMES B. HART COMPANY
SILVERSMITHS

Louis Fourteenth surrounded himself with masters of every art and craft. He stimulated them to do their best by very lavish payments of money. Under such a royal master these men made his reign famous for its splendor. It was an age of magnificence. Today we show that seventeenth century magnificence interpreted in sterling silverware in the style of Louis XIV. The effect is exceedingly impressive with a massiveness and grandeur seldom seen. In an examination of our silverware there will be found designs adapted to different periods

Department Store Initial Versatile Ornament Cast Squares

GLEN OUTING CLUB



The original conception of the Glen Outing Club was nature's own. Its organization was due to the happy combination of natural advantages grouped about this region, where mountainous heights, and pleasant valleys, rocky craigs and rippling water-courses, and the peace and ozone invite lovers of nature

COLONEL MARTIN LAMBERQUINS, KEEPER

Versatile Ornament

Clearface in Practical Display

INTERESTING HINTS IN REGARD TO THE ROLL-FRONT

Case Rack

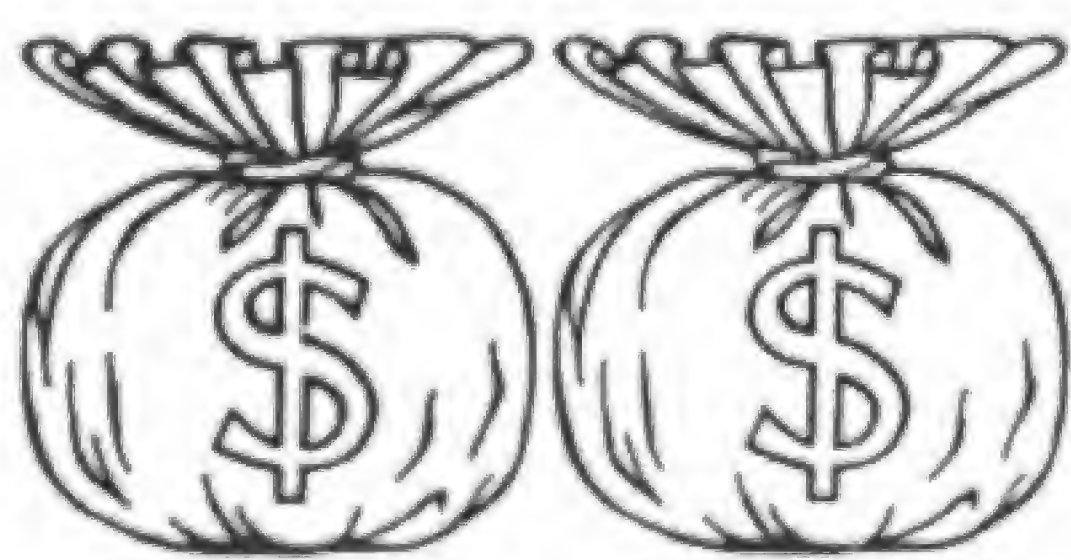
MANY printers have often desired to abandon the regular case racks and substitute a cabinet, thus increasing the life of the type by having it free from dust

The new Roll-Front Case Racks solve the problem as they are equal to cabinets in every way. They are made of ash, finished in bright antique oak

The Roll-Front Case Racks are fitted with steel runs and are thoroughly manufactured in every way. Have a fine brass desk lock in center and a single key secures the entire tier of cases. For further information write to nearest House of the American Type Founders Co., Selling Agent

Century Border Strathmore Ornaments

Time wasted in hunting sorts is bound to prove a profit lost, and this can all be avoided by purchasing your Job Type in Weight Fonts at our Body Type prices and liberal discounts, thus assuring full job cases at a small cost



American
Type Founders Co.

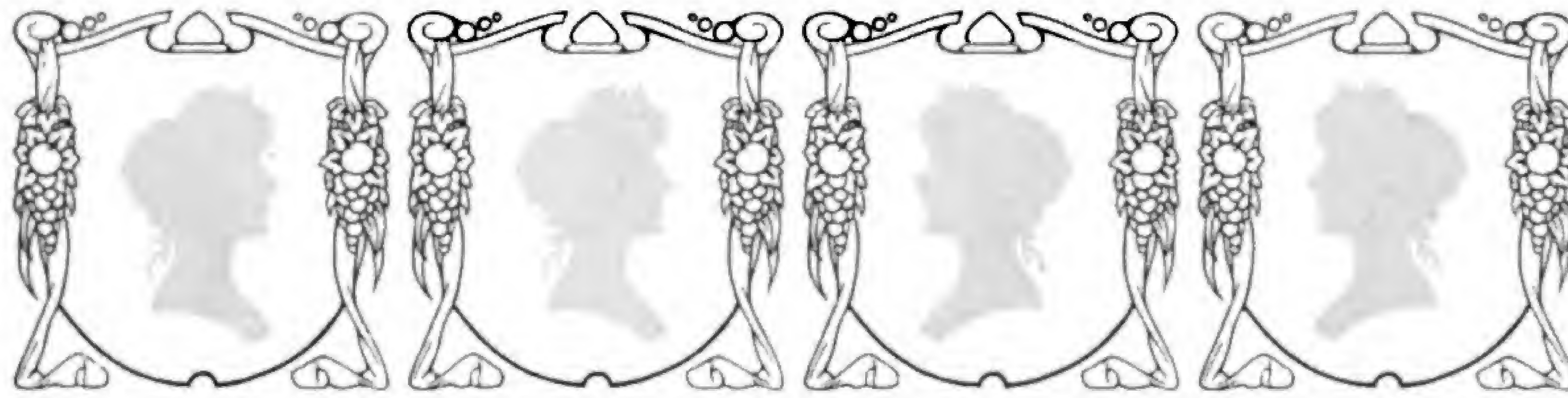
Clearface

A new and very beautiful book and job letter with splendid characteristics, making it very adaptable wherever a strong distinctive face is necessary. Unsurpassed for all-round work

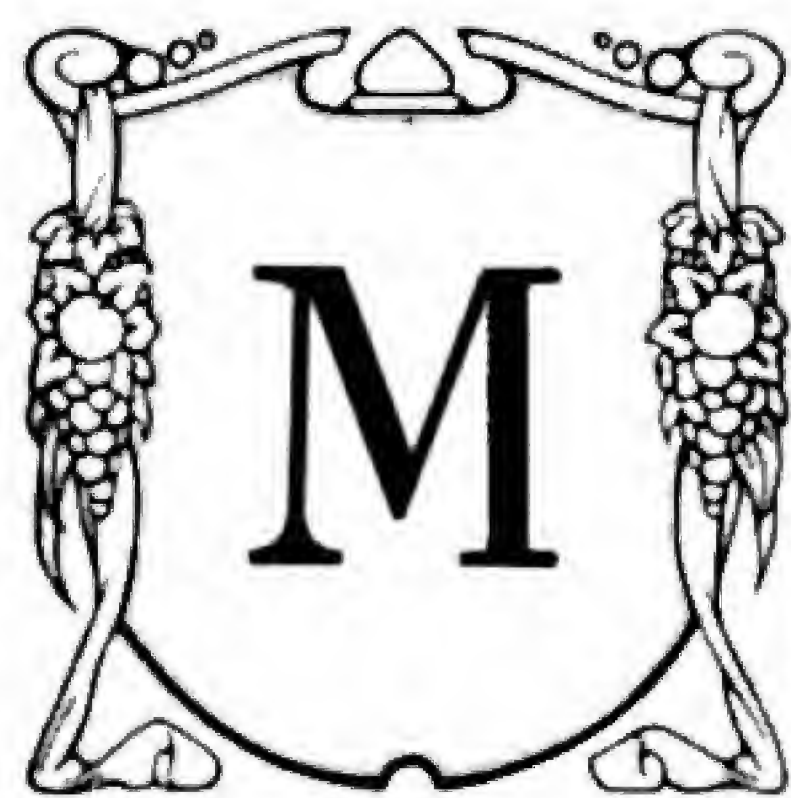
FOURTEEN EVENLY GRADUATED SIZES, RANGING FROM FIVE POINT TO SEVENTY-TWO POINT, FORMING A USEFUL SERIES

Versatile Ornament Cast Squares

Clearface in Practical Display



THE COLONIZING OF PLYMOUTH ROCK



MOST noteworthy of all was the colony planted at Plymouth, Massachusetts, on December 20. This was established by Englishmen belonging to the Congregational Church. They had been persecuted in England because of their dissent from the established church, and first sought a place of refuge in Holland. Shortly after they came to America to organize a colony where they might have freedom to worship God according to the dictation of their own conscience. They sailed from Plymouth, in England, on September 16, 1620, in the ship Mayflower, and reached the American coast on December 20; and for many months they had great hardships to endure, and many of them died. The survivors persevered and made a permanent settlement which finally became the most important of all the English colonies in America. At first they got along in friendly fashion with the Indians, especially with the great Samoset and Massasoit. But the son of the latter, King Philip, was their deadly foe. A bitter war was waged with him which ended with his death and the dispersion of his tribe. Colonies were planted by the Swedes in Delaware, but these, together with the Dutch colonies, presently went into the hands of the English as spoils of war, and all the North Atlantic Coast as far south as Florida, which Spain held, became English territory. As already stated, Virginia was settled at Jamestown in 1607, and it may be added that negro slavery was introduced into the North American colonies there in 1620. New York was settled by the Dutch at New York—then called New Amsterdam—and Albany, in 1614. It was taken by the English who changed its name to the present form in 1664. Massachusetts was settled at Plymouth in 1620 by English Puritans. New Hampshire was settled by the English in 1628. New Jersey was settled by the

Clearface Italic

72 Point

3 A \$6 60 4 a \$4 25 \$10 85

TRENCHES
Clearest Italic

60 Point

3 A \$5 90 4 a \$3 75 \$9 65

FINE DRINKS
Requires Printer

48 Point

4 A \$3 90 7 a \$3 65 \$7 55

SENDING MINER
Drawing Handsome

42 Point

4 A \$3 15 7 a \$3 10 \$6 25

MODEST NUMBERS
Copied Novel Designer
Note Renowned Series

Clearface Italic

36 Point 5 A \$2 80 8 a \$2 40 \$5 20

KINGS HUNTED BIRDS
Introduce Graceful Dancing

30 Point 6 A \$2 15 10 a \$2 10 \$4 25

HINDER ARTISTIC PRINTER
Ignorance of Newest Type Design

24 Point 7 A \$1 75 12 a \$1 75 \$3 50

SECURE DELIGHTFUL THOUGHTS
Thinking Printers Everywhere Interested
Beautiful Clearface Italics Always Please

18 Point 10 A \$1 60 19 a \$1 65 \$3 25

STRONGEST RETURN PROMISED TONIGHT
Secure Reliable Type Faces and Observe the Result
Beautiful Clearface Italic for the Modern Print Shop

14 Point 15 A \$1 45 29 a \$1 55 \$3 00

USED PROFITABLE SCIENCE
Publish Interesting Stories Today
Artistic Specimens Repay Printers
Clearface Italic Pays Handsomely

8 Point 22 A \$1 10 43 a \$1 15 \$2 25

USING STYLISH PRINTING MATERIAL
Our Instinct Points Toward Clearface Italic
Printers Conditions Improved Beyond Doubt
Founded Up-to-Date Printing Establishments
Best Specimens Produced with Utmost Care
Every Reliable Service Performed is Repaid
Purchasers of Printing are Greatly Pleased

12 Point 17 A \$1 35 34 a \$1 40 \$2 75

SHOWING COMPLETED RETURNS
Many Studious Printers Qualify Rapidly
Clearface Italic Will Satisfy the Customer
Produce Brilliant Feature \$1234567890

6 Point 24 A \$0 95 48 a \$1 05 \$2 00

WONDERFUL DEMONSTRATIONS PRODUCED
America's Great Manufacturers Advertise Heavy Gain
Largest Corn Crop ever Produced in Western Kansas
German Singing Societies Delighted Large Audiences
Money Used Purchasing Clearface Italic is Well Spent
Consider Well Before You Purchase other Type Faces
Best Results in Printing Business Gain \$1234567890

5 and 10 point in preparation

Bander Print Shop CORNER HENDERSON
AND NINTH STREETS
MADISONIAN
Designing :: Etching :: Embossing :: Printing

Hern & Rand

GREATEST FICTION DEALERS IN THE SOUTHERN STATES

The Heritage of the Wilderness

By William Taylor Bly “An appealing love story, chaste as the far water brooks,” says a critic of this new novel, “on which the curtain is raised on a scene hitherto unexplored by American writers.” The Tribune adds this comment: “It is a strong story, rich with life and mixed with color. You will like it much”

Pearl *By the Renowned Hattie Courtwright* *Mark* *By Heusinger Doer A Popular Author*

A love story of real life, true and sympathetic as Miss Courtwright’s early stories of New England life always were. A picture of every day human nature without gleam of pretense, varied by the various incidents and suspended interest of diversified romance, and full of humor. It is the kind of story to bring laughter and tears aplenty

The hero is also the heroine in this wonderful romance. The startling novelty of the plot and the charm of the love story have called forth a chorus of praise, swelling across the country and echoing beyond the ocean into the English press. Quite without exception they say that story is better than “Amber Grove,” and still more interesting

The Court of His Royal Majesty

By Nathan Bauman This brilliant historical novel, woven around that famous, most notorious Borgine family, and completing Mr. Bauman’s Italian trilogy, in which “Casdel de Nuvio” and “The Crone of Rome” have already been published, is unequalled by modern writers of fiction. Illustrations by Norman

HENDER AND KEMINTON STREETS, MOBILE

WINTER NEWSPAPER SYNDICATE



Remarks made
By a General
Advertising
Solicitor

This Syndicate
Bought The
Ottumwa
Review

Buys Another
Newspaper to
Keep things
Humming

WHY it happened I cannot explain, but wherever I found a daily newspaper published by the well-known Winter Syndicate there was something that made me recognize it as being a newspaper of higher grade than any one that was published in the same town. This was an off-hand remark made by an experienced advertising man who had been making a visit to the cities in Iowa, and it suggested the popular interest which might be felt in that story of the Winter Syndicate and the quality which entitles it to claim “if it is a Winter Syndicate paper it is the best paper.” The beginning of this well-known Winter Syndicate started some time ago when Mr. W. Winter purchased *The Review* at Ottumwa, Iowa. *The Review* at that time was a daily, and had a circulation of five hundred copies. By strenuous work and in the face of capable and active competition, Mr. Winter brought it up to a larger circulation of thirteen thousand daily and weekly. Mr. A. Winter then went to Lafayette, Iowa, at that time, and purchased *The Sun*, and *The Observer*, of Mineola, Iowa, a few years later, a newspaper owned and edited by his brother-in-law, and on which Mr. A. Winter received his training. Early in the present year two other properties were added to

Century Oldstyle Italic

72 Point

3 A \$7 15 4 a \$4 60 \$11 75

HERMETIC
Design Neatly

60 Point

3 A \$6 15 4 a \$4 00 \$10 15

RICHERMINE
Modern Denizen

48 Point

4 A \$3 75 8 a \$3 85 \$7 60

ROUND NUMBER
Bureau of Industries

42 Point

5 A \$2 90 8 a \$3 35 \$6 25

RICHFIELD MINERS
Brother Declared Insane
Housewives Complained

36 Point 5 A \$2 70 8 a \$2 30 \$5 00

RESOLUTE COMRADES
Leading Concern Supervises
Introduced Prosperous Sales

30 Point 6 A \$2 40 10 a \$2 15 \$4 55

COMBINES STRONG MERITS
Return of the Scientific Expedition
Considering Negotiations Separate

24 Point 6 A \$1 70 12 a \$1 80 \$3 50

UNDERGROUND TRANSFER SOLID
Modern Ventilating Appliance Employed

18 Point 9 A \$1 60 20 a \$1 70 \$3 30 10 Point 18 A \$1 25 35 a \$1 25 \$2 50

UNITED RICHES GIVEN
Cause Many Aching Hearts
Reveals Unpleasant Tidings

MITIGATING CIRCUMSTANCE
Chiromantic Development Explained
Nominal Damages Awarded Clients
Heirs Claimed Estates in Fee Simple

14 Point 14 A \$1 40 29 a \$1 60 \$3 00 9 Point 20 A \$1 25 41 a \$1 25 \$2 50

HOARDING NUMEROUS COIN
Praises Ludicrous Burlesque Fiasco
Grotesque Characters Manipulated

NUMEROUS SCHEMES OUTLINED
Sensational Reports Concerning Explorer
The Government Issues Emphatic Orders
Ingenious Navigators Experience Trouble

12 Point 17 A \$1 40 32 a \$1 35 \$2 75 8 Point 20 A \$1 10 42 a \$1 15 \$2 25

FIVE ROUND MILLIONS INVESTED
Land of Golden Sunset Gives Opportunity
Metropolitan \$1234567890 Expenditures

DISCONTINUED EVIL PERFORMANCES
Biennial Celebrations Are Financially Successful
Contemporaneous Technologists Thunderstruck
Several Printers Lucidly Explain Disappearance

11 Point 17 A \$1 25 35 a \$1 50 \$2 75 6 Point 23 A \$0 95 45 a \$1 05 \$2 00

STRINGENT MEASURE CONSIDERED
Congested District Impedes Railroad Progress
Bright Individuals Demand New Legislation

RECOMMENDED MAGNIFICENT INDUCEMENT
Honorable Gentlemen Promulgate Professional Doctrine
Numismatical Collectors Confiscate Lincoln Pennypiece
Spasmodic Indigestion Causes Resolutions and Kicking
Medical Attendance Amounting to Over \$1234567890

Have Us Make You a Dummy of the Job

MAIL TO US THE FOLLOWING
INFORMATION FOR A DUMMY

Approximate Size of Catalogue

Quantity Wanted

Paper Stock (inside)

Cover Stock

Kind of Cuts you will use

Printed in what Colors

Any Type preference

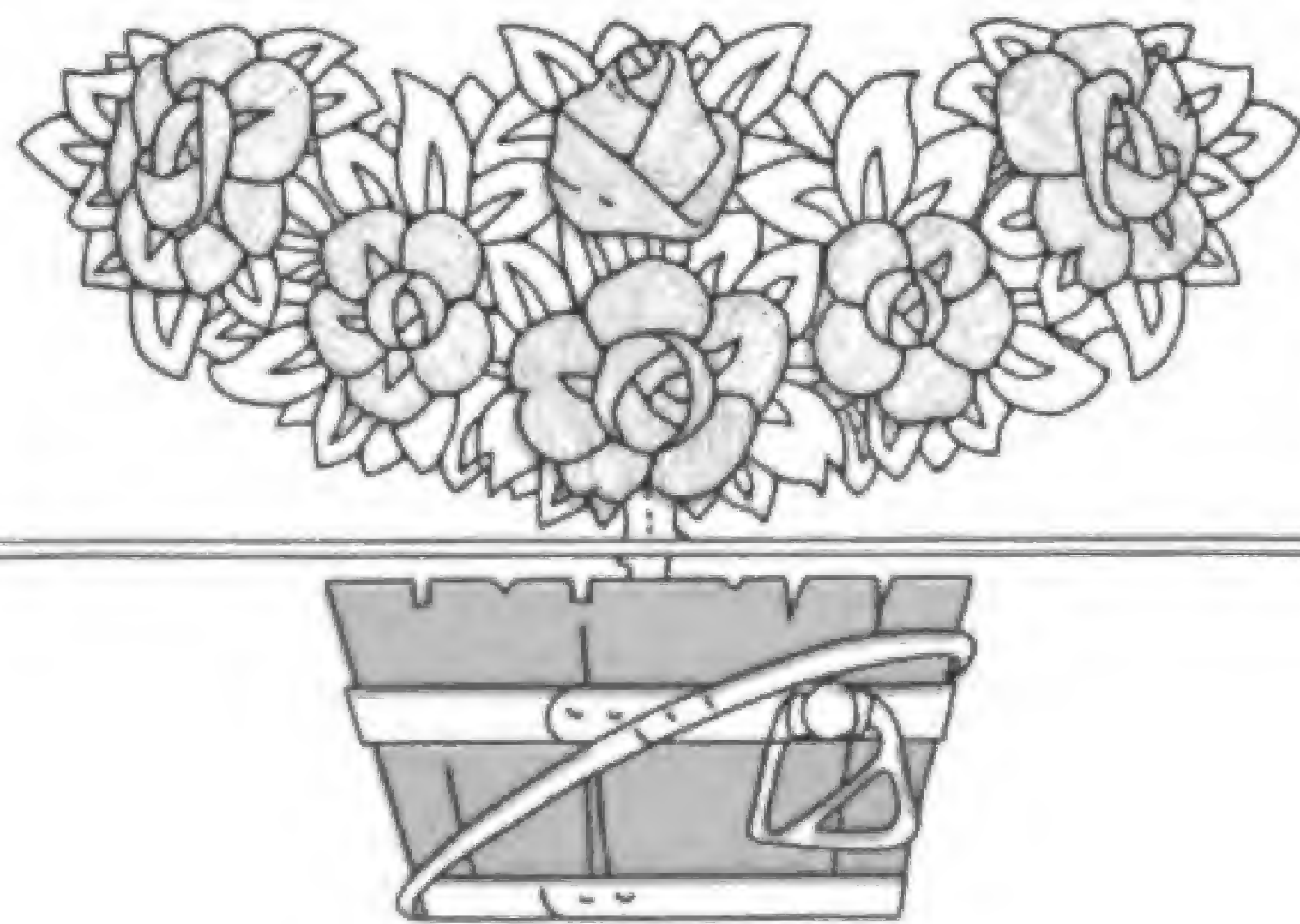
It is important in issuing your advertisements that you know how they are going to appear when finished. The cost can be lowered to a minimum since you have an idea of the work before it is done. If you will give us the information asked for on attached postal card, we will make you up several dummies, *without any cost to you*, from different grades of our papers, and afford your printer more advantage of the color combinations that we have found can be used on different shades with best results. We have gone to considerable expense experimenting on these color combinations, with the view of being an assistance to you in your work of advertising and *will appreciate an early reply* with the accompanying blank sheet filled out. We believe we can be of great help to the advertiser, and that he will be sure to find these samples very valuable

KENDSORM PAPER HOUSE

CORNER UNION STREET AND WASHINGTON AVENUE

About Our Plants

The plants that give us the most blossoms are those kept young and healthy by people who own them. A printing plant is no exception to this bit of wisdom. The blossoms of dividends are reaped only by the printer who is careful to keep his composing room supplied with plenty of type of modern design, and other useful material for printing

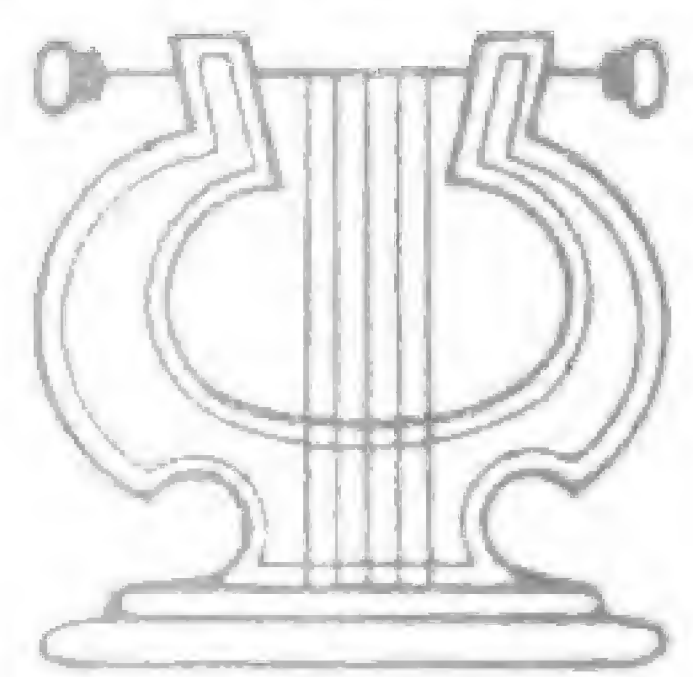


Strathmore Ornament No. 211 Color No. 212

Sectional Initial Former Della Robbia Border

THE GREAT HARPIST

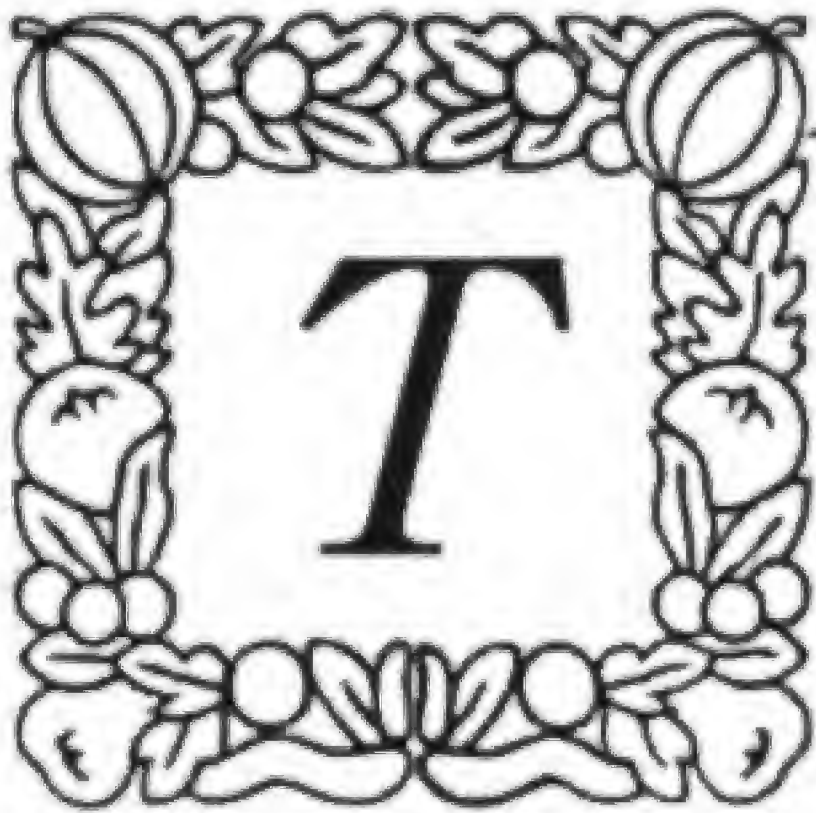
THE DISCUSSION
OF NOTED MUSIC



THE JOYCRAFTERS BOOK
VOLUME FOUR HUNDRED

Versatile Ornament

THOUGHTS ON PRINTING

 *HE success or failure of all printing is steadily becoming more dependent upon design as used in a broad sense. Design includes the preliminary outline or main purpose and all of the elements by which printing is made efficient. It therefore contains the insight into general business conditions and specifically into the business which is to be directly served. Design is arrangement. It is the reasonable and practical adjustment of all the mechanical and esthetic qualities to produce the very best results in competition with all of the rest of the world's products. It is one man or one establishment against all of the rest. Design in printing is the element which combines imagination, taste, and skill to produce a desired and definite result. The printing industry may be termed the barometer of commercial prosperity. It differs from all other industries in that it deals with every calling and is closely identified with the prosperity of each. A manufacturer of shoes has but an academic interest in the piano industry, but both the shoemaker and the piano man are vitally interested in the printing art*

Century Oldstyle Bold

72 Point

3 A \$7 95 4 a \$5 00 \$12 95

KIND MEN
High Banks

60 Point

3 A \$6 20 4 a \$3 95 \$10 15

MINE BENDS
Reports Given

48 Point

4 A \$4 25 6 a \$3 60 \$7 85

RIGHT NUMBER
Stronger Material

42 Point

4 A \$3 45 7 a \$3 20 \$6 65

HONOR MEMBERS
Discontented Prince
Statuary Grotesques

Century Oldstyle Bold

36 Point 4 A \$2 70 7 a \$2 50 \$5 20

HUNTS KINGFISHERS
Determine Householder
Curious Detective Story

30 Point 5 A \$2 25 9 a \$2 15 \$4 40

REMARKABLE MANSIONS
Asked Matrimonial Question
Enterprising Students Retire

24 Point 6 A \$1 75 12 a \$1 85 \$3 60

DISFRANCHISING COUNCILMEN
Educational Departments Suffering
Strong Administrations Established

18 Point 9 A \$1 55 18 a \$1 70 \$3 25

PRINTERS INTEREST
With This Newest Face
Patrons Assist Printers

10 Point 16 A \$1 20 32 a \$1 30 \$2 50

INCREASE YOUR JOB TYPE
Most thinking printers concede
it to be far better policy to have
a few series with full cases than
many that have letters missing

14 Point 12 A \$1 40 24 a \$1 60 \$3 00

CENTURY OLDSTYLE BOLD
Tried and Proved Their Best
Required Mighty Compositors

8 Point 19 A \$1 05 38 a \$1 20 \$2 25

NOTED FOR GENERAL LEGIBILITY
Used in any form of advertising display
the neat and distinctive features of the
Century Oldstyle Bold attract attention
of the exacting buyer whenever shown

12 Point 14 A \$1 25 29 a \$1 50 \$2 75

TYPOGRAPHICAL STANDPOINT
Intelligent printers everywhere are
now purchasing the most used sizes
in this series of type \$1234567890

6 Point 21 A \$0 95 42 a \$1 05 \$2 00

DEMANDS OF PATRONS ENSURE SUCCESS
If type is but the raw material from which good
bad or indifferent advertising is produced, then
it certainly is up to the printers to get the best
material. You can always secure a uniformity
of standard in the productions of the American
Type Founders Company, and \$1234567890

Century Oldstyle Bold in Practical Display

Perfumes

IMPART A DELICATE AND PLEASING FRAGRANCE THAT REMINDS ONE OF SUNSHINE AND ROSES. THE FASHION LEADERS OF PARIS PREFER IT

THIS choice selection of perfumes is the product of Ferries & Larue one of the oldest and most celebrated firms of chemists and makers of toilet articles in Paris. The signatures of the firm on its packages of perfumes stand for perfection in all the word implies

EACH package of these powdered perfumes is put up in dainty air-tight boxes and guaranteed to hold their fragrance until used. These extracts are made from a formula that is only understood by the makers, and consequently can't be duplicated. Have been used for years by the most exclusive families of Europe and stand today the most popular articles of their kind in the world

SOME people prefer the liquid perfume, and to satisfy the demand of this class of patrons a special line of delightful extracts has been prepared and put up in handsome cut-glass bottles, making a splendid ornament for the boudoir or a delightful present for any occasion.

Our special price list is now ready for mailing



HARRIS & MORSE

IMPORTERS AND MANUFACTURERS OF SELECT TOILET ARTICLES
Bond and Oakford Streets CHICAGO, ILL.

Foreign Offices: 768 Rue Lafayette, Paris, and 195 Middlesex Street, London

Century Oldstyle Bold in Practical Display

The New Wing Horton Mailer



The Most
Accurate
Machine
of its kind
on the
Market

For many years the Horton Mailer has been characterized as the best. The many testimonials applauding its merits as evidence, together with continued and repeated orders, pretty conclusively proves it has maintained its reputation. All developments of weakness in the Horton have been carefully noted and remedied and new and valuable features added. Made in six sizes



SIZES AND PRICES:

No. 1 Mailer, 1 7-8 in., \$20.00	No. 4 Mailer, 3 in., \$35.00
No. 2 Mailer, 2 1-4 in., 25.00	No. 5 Mailer, 3 1-2 in., 40.00
No. 3 Mailer, 2 5-8 in., 30.00	No. 6 Mailer, 3 7-8 in., 45.00

Each size of the Wing-Horton Mailer will carry any list from 1 7-8 inches up to 3 7-8 inches.

For sale
by the **American Type Founders Co.**

Cast Squares 20th Century Ornament

THE HEMPEL MONARCH

Quoin

Has all the best features of the Improved Hempel Quoin with the extra advantage of a self-locking device. It is simple in formation and at the same time easy to operate, requiring little or no attention after the form is on the press. A neat circular, containing extra details, prices, etc. will be furnished to any one who feels interested

**AMERICAN
TYPE FOUNDERS CO.**

Wayside Ornament

ART IN PRINTING



The Kind Your Patrons
Are Looking For

Secured With
**American Line
Type Faces**

Versatile Ornament

72 Point

3 A \$4 80 4 a \$3 45 \$8 25

BURNISHED IRON
Surprised Animals
Department Notes

60 Point

3 A \$3 80 5 a \$3 25 \$7 05

MODERN DESIGNERS
Entertained President
Mansions Remarkable

48 Point

5 A \$3 30 8 a \$3 20 \$6 50

PERFORMERS RETURNING
Modest Reporter Promoted
Distinguished Excursionists

Century Bold Condensed

42 Point

5 A \$2 65 8 a \$2 60 \$5 25

BEAUTIFUL SOUVENIRS GIVEN
Curious Scenes Nicely Described
Enthusiastic Pedestrian Chosen

36 Point

5 A \$1 95 10 a \$2 30 \$4 25

HISTORICAL LECTURES RENDERED
Inspiring Orations Delight Thousands
Magnificently Gowned Females Speak

30 Point

7 A \$1 80 14 a \$2 20 \$4 00

HUMOROUS COMEDIANS PLEASE CHILDREN
European Acrobats Displaying Great Energy
Unprejudiced Managers Securing Experience
Indignant Burlesque Maidens Demand Money

24 Point

9 A \$1 60 18 a \$1 95 \$3 55

ENTERPRISING ADVERTISEMENT WRITERS CONFER
Numerous Schemes Outlined and Seriously Considered
Discriminating Members Attending Elaborate Seances
Some Extraordinary Characteristics Lately Developed

Century Bold Condensed

18 Point

14 A \$1 45 28 a \$1 80 \$3 25

SOME BRIGHT AND ORIGINAL EFFECTS ARE PROCURED WITH THE POPULAR AMERICAN TYPE FACES IN CATALOGUE COMPOSITION
Type being the most used article in the composing room should be provided in abundance. Double the quantity gives twice the service and printers should avail themselves of this fact. The study of type and its most effective use is of vital interest to every printer. When the many catalogues issued are considered this fact becomes evident

14 Point

19 A \$1 35 39 a \$1 65 \$3 00

IMPORTANT AND TIMELY SUGGESTIONS ON THE ART OF PLEASING ADVERTISERS AND OTHER INFORMATION OF GREAT IMPORTANCE TO THE PUBLISHING WORLD
There is nothing so profitable in the newspaper business as the acquisition of the art of pleasing those who pay for advertising. Many publishers fail to please their patrons by neglecting to take a proper typographical interest in the composition of their advertisements. The employment of obsolete type faces is one of the greatest mistakes that the advertiser can make. The new and pleasing American type styles give advertising matter a freshness and attractive beauty not otherwise obtainable

12 Point

23 A \$1 20 47 a \$1 55 \$2 75

INCREASE YOUR PROFITS BY HAVING PLENTY OF TYPE AND COMPOSING MATERIAL IN THE ROOM
The day of counting letters in a case to see if a line or a job may be set from it has gone, and the day of sacrificing the quality or the appearance of a job by setting it in unsuitable types, because the composing room is short in quantity of the one suitable face, is also gone. No printer can afford to pick for sorts when the price of weight fonts is so low \$1234567890

8 Point

31 A \$1 00 63 a \$1 25 \$2 25

A LITTLE FIGURING WILL CONVINCE THE SKEPTICAL PRINTER THAT MATERIAL IS CHEAPER THAN LABOR
The advantages of an abundance of type are apparent upon reflection. There is no waiting for distribution; no picking for sorts with its attendant evils; no delay for sorts which have to be cast specially at extra expense and no setting of a job partly up only to find that there is not enough type to complete it. Full cases are the compositor's delight, enhancing the value of his services and improving the quality of his work. Labor costs more than type and material, and the printer who appreciates this fact will have little trouble in the race for success

10 Point

25 A \$1 15 50 a \$1 35 \$2 50

THE COMMON SENSE POLICY OF PLEASING CUSTOMERS BY IMPARTING STYLE AND DIGNITY TO THEIR PRINTING
Experience teaches us that the time to please an advertiser is after you have got his contract. Careful attention to type display and the introduction of some typographic novelty into an advertisement is the first step toward pleasing the man whose dollars are essential to your prosperity. Every new type face issued by the type founder should be studied in a careful and painstaking manner to see if it does not embody some actual merit that will please the advertiser

6 Point

30 A \$0 90 60 a \$1 10 \$2 00

BUYING JOB TYPE IN WEIGHT FONTS MEANS A SAVING IN TIME AND CONSEQUENTLY INCREASED PROFITS FOR THE PRINTER
Time wasted hunting for sorts means decreased profits, and this can easily be avoided by buying your job type in weight fonts at body type prices and discounts. A small investment in weight fonts will fill your cases to overflowing with any of the popular American styles. With full cases the printer is independent of the exceedingly annoying sort delays, and at a small investment. No capital tied up in the expensive and the delusive casting machines and none of the attendant trials and perplexities. Your choice of the leading and most popular type styles at a small outlay—thus keeping your office at all times strictly up to date, besides having the extreme satisfaction of knowing that when you are estimating on a job there will be sufficient type in case to complete it. In large or small offices this question is of great importance \$1234567890

FINAL WEEK OF THE MARCH

Furniture Sales

The reductions we have named for this series, which begins on Monday at ten o'clock and will be continued every other day during the week, are the greatest we have offered during these popular sales

SOME HANDSOMELY UPHOLSTERED

Parlor Chairs, \$2

THESE FORMERLY SOLD AT \$4.50

PARLOR SUITS. Five pieces; each suit consists of sofa, two large armchairs and two small armchairs; mahogany finished frames; tufted backs and plain seats, covered with green silk crushed plush; regular \$45.50 price \$56; sale price, **\$45.50**

A SPECIAL LINE OF HIGH-GRADE

Carpets and Rugs

AT PRICES THAT DEFY COMPETITION

DAVENPORT SOFA BEDS. Frames made of solid, plain oak, golden color and gloss finish; splendidly upholstered and covered with a fine quality of green velour; regular \$25; sale price, **\$13.95**

BRANK & HARLEN FURNITURE CO.

TELEPHONE NUMBER 907 FURNITURE

4 Rosen Street, CHICAGO



Boston Breton Cast Squares Hello Cut

ESTABLISHED 1892

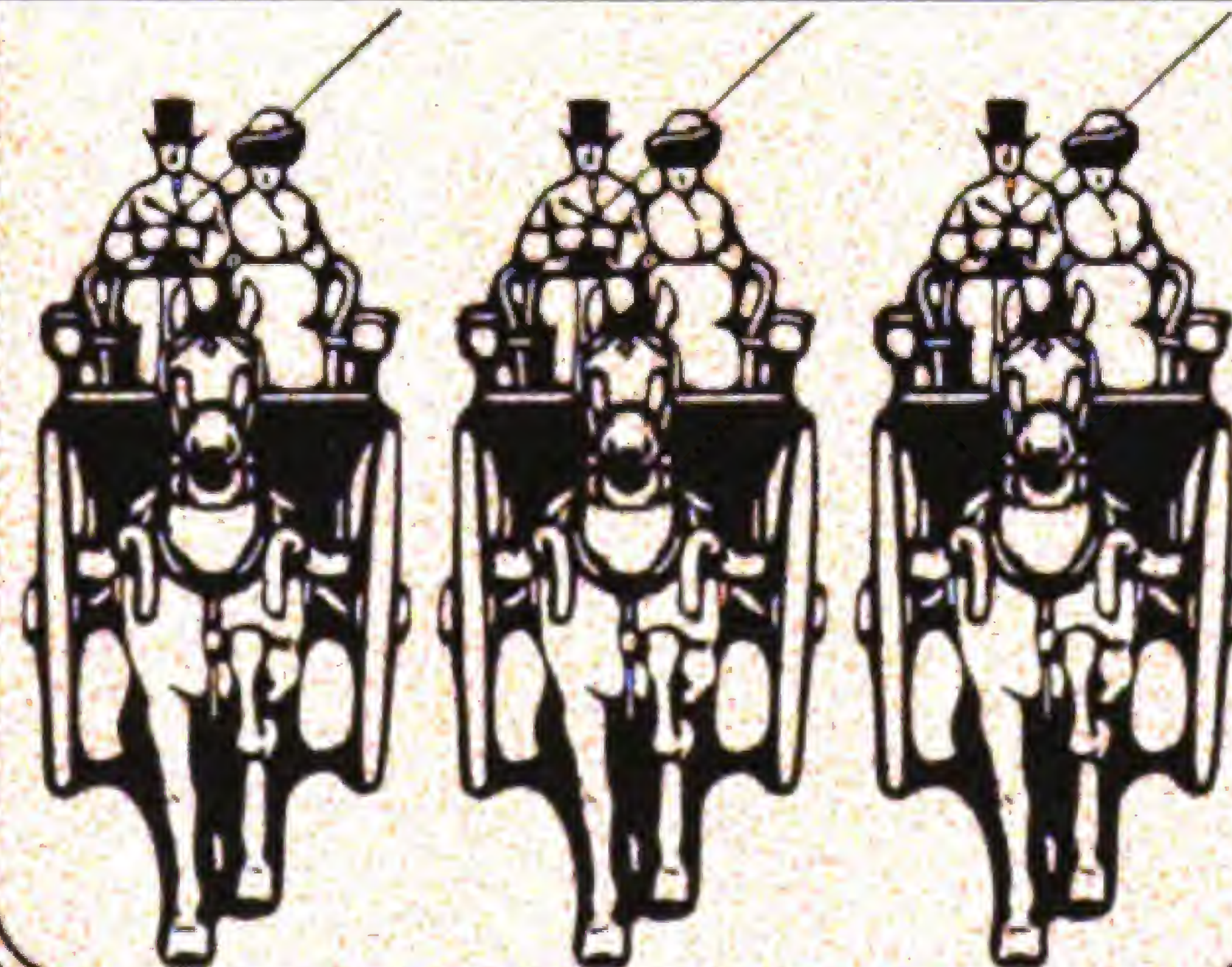
PHONE 216 BELL

HARTMAN'S LIVERY STABLE

Vehicles of all kinds here at your disposal. Open day and night. Telephone calls given immediate attention

29 East Market Street

OPPOSITE GRAND OPERA HOUSE



Versatile Ornament

Weight Fonts

This striking series, like all other popular American faces, is sold in weight fonts at Body Type prices and liberal discounts. As an advertising letter, and for general display purposes, it will immediately commend itself to the trade



Cast Squares 20th Century Ornament

36 Point

6 A \$2 75 9 a \$2 25 \$5 00

MODERNIZED NUMBERING
General Improvement Noticed

30 Point

6 A \$2 05 12 a \$2 25 \$4 30

EUROPEAN MERCHANT SOUGHT
Northern Hunting Excursion Returns

24 Point

8 A \$1 75 14 a \$1 75 \$3 50

DISTINGUISHED PUBLISHER HONORED
Noted Literary Exponent Receiving Mention

18 Point

11 A \$1 55 22 a \$1 75 \$3 30

ENTHUSIASTIC PRINTERS PROMOTING HARMONY
Popular American Line Type Styles Strongly Advocated
Successful Advertisers Are Demanding Quality Printing

14 Point

17 A \$1 50 32 a \$1 50 \$3 00

REMARKABLE DESIGNS BOUGHT
Distinctive and Picturesque Conceits
Bright Color Blending Acknowledged

6 Point No. 4

26 A \$0 95 52 a \$1 05 \$2 00

BOSTON WIRE STITCHERS INSURE SATISFACTION
Especially Recommended for Its Labor-Saving Features
Invaluable as a Profit-Maker for the Up-to-Date Bindery
Self-Regulating and Easily Adjusted, It Excels all Others
Leading Printers and Publishers Recognize Its Merits

12 Point

19 A \$1 30 39 a \$1 45 \$2 75

EXPERIENCED CUSTOMER DELIGHTED
American Faces Charm the Most Exacting
Desirable Results Insured \$1234567890

6 Point No. 3

31 A \$0 95 61 a \$1 05 \$2 00

HANDSOME LETTER FOR GENERAL COMMERCIAL PRINTING
American Type Leads the World for Originality and Distinctiveness
Beautiful and Effective Printing Continually Being Distributed
Proper Material is the Real Secret of Profit Making in Production
Keep Your Plant Modern and in Good Condition \$1234567890

10 Point

22 A \$1 20 43 a \$1 30 \$2 50

SECURE YOUR JOB TYPE IN WEIGHT FONTS
Avoid the Expensive Habit of Picking Live Work
Full Cases of Display Letter Mean Larger Profits

6 Point No. 2

40 A \$1 00

ENTERPRISING MEASURES PLANNED BY EXPERIENCED STATESMEN
FOREIGN NOBLEMEN GREATLY PLEASED WITH OUR TRADE METHODS
INTERESTING REMARKS ON PRESENT-DAY TOPICS PROVE VALUABLE
HUMOROUS QUESTIONS ANSWERED IN A GOOD-NATURED MANNER
CURIOUS AUDIENCE FAIL TO DISCONCERT INTELLIGENT ORATORS

8 Point

24 A \$1 10 47 a \$1 15 \$2 25

MANY CHARACTERISTIC AND STRIKING TYPE DESIGNS
Popular American Line Faces Increase the Value of Printing
Bear This Fact in Mind When About to Order New Material

6 Point No. 1

46 A \$1 00

SUMPTUOUS APARTMENTS APPROPRIATED BY THE PROFESSIONAL SONGER
DELIGHTFUL SERIES OF MUSICAL CONCERTS GIVEN IN THE SPACIOUS GARDEN
ARTIFICIAL LAKE SURROUNDED BY FRAGRANT ROSEBUSHES AND JERAN
TREMENDOUS CROWDS OF FASHIONABLY GOWNED WOMEN PROMENADING
CHARMING ENTERTAINERS SCORE GREAT SUCCESS IN LIGHT OPERATIC PERFORMANCES

Lightline in Practical Display

JAMES MARTINDALE, President
WILLIAM T. AMES, Vice-President

H. MARTIN ANDERSON, Secretary
HENRY BRADSON, Treasurer

Martindale, Bradson & Company

Number 1934 East One Hundred and Sixteenth Street

NEW BEDFORD, VERMONT

TELEPHONE 425 TUBAIN

EXTEND to their friends and customers a cordial invitation to attend their Annual Exhibition and pass judgment on the recent importation of Oriental Carpets, Rugs and Tapestries which their special European agent, Mr. Herbert Mason, after visiting the principal marts and trade-centers of Europe, Asia and India, has selected for them. This selection is undoubtedly the finest that has ever been displayed and offered for sale in this city. No matter how keen the eye may be for color harmony, or how fastidious the taste in harmonious interior decoration, the subtle charm embodied in the making of these creations cannot fail to appeal to you. To have a beautiful and comfortable home is the ambition of every person of intelligence, and how to make the home as beautiful as one's purse will permit is an art in which every householder should be interested and to further this end a special staff of skilled housefurnishers and decorators is at your service

Dated, September 3

MONTHLY STATEMENT

Portland, Ore.,

191

M

To MONTGOMERY & HENDERSON, Dr.

MANUFACTURERS OF

Automobiles and Motor Boats

Manufacturers of
NOTRAM SIX-CYLINDER MOTORS

GENERAL OFFICE AND SHOWROOM
No. 1026 North Plainfield Avenue

72 Point

3 A \$6 45 4 a \$4 25 \$10 70

MINER HOME
National Song

60 Point

3 A \$5 05 5 a \$3 85 \$8 90

DUKE MANSION
Handsome Pinks

48 Point

4 A \$3 70 8 a \$3 95 \$7 65

SINGERS CHARMED
Chorus Girls Pleased

42 Point

5 A \$3 20 9 a \$3 25 \$6 45

RIGHTEOUS MANAGER
Honest Merchant Seizes
Determine Householder

36 Point 5 A \$2 50 9 a \$2 55 \$5 05

MANSION BEING ERECTED
Build Handsome Apartment
Furnishes Elaborated Suites

30 Point 6 A \$2 15 10 a \$2 10 \$4 25

PROTECT FOREIGN MERCHANTS
International Proclamation Ruined
Obscure Matrimonial Engagement

24 Point 7 A \$1 70 14 a \$1 90 \$3 60

ENTERPRISING STUDENT CONSIDERED
Sought Disfranchising Education Boards
Detectives Contesting Forged Signatures

18 Point 11 A \$1 50 22 a \$1 75 \$3 25 10 Point 21 A \$1 15 42 a \$1 35 \$2 50

MODERN PICKET SERVICE
Guard Maneuvers Detected
Overturn Numerous Camps

MEDICAL EXAMINATIONS DECIDED
International Question Now Settled
Quietly Advocate Practical Theories
Demoralizing Circumstances Found
Radical Discourse Lately Eliminated

14 Point 15 A \$1 35 29 a \$1 65 \$3 00 8 Point 23 A \$1 05 45 a \$1 20 \$2 25

POPULAR AMERICAN LINE TYPE
Strong and Durable Gothic Letters
Beautiful Display Faces Produced

BUY YOUR JOB TYPE IN WEIGHT FONTS
Job Printers Know the Value of Full Cases
Handsome Designs Continually Originated
American Line Type Faces Lead the World
Up-to-Date Printing Machinery and Material

12 Point 17 A \$1 30 34 a \$1 45 \$2 75 6 Point 25 A \$0 90 50 a \$1 10 \$2 00

MERITORIOUS CONCEPTIONS DESIRED
Some Choice Oriental Designs Submitted
Midsummer Romances Become Popular
Beautiful Homes \$1234567890 Pleasant

ENORMOUS MARINE ENTERPRISES LAUNCHED
Improved Transportation Facilities Are Promised
Financial Giants Startle Foreign Shipping Firms
Interesting Statement Regarding New Company
Huge Steamship Remodeled and Sent Northward
Fabulous Amount of Money Desired \$1234567890

News Gothic in Practical Display

SPRING GOWNS

MANY charming styles are now here for the critical inspection of our customers. All the latest London and Parisian creations have been imported. Expert designers are employed in all the departments. This grand display of fashionable gowns will be classed with the social and luncheon functions held in the city.

Latest Effects in Gown

The prices listed below give a brief idea of the remarkable bargain embodied in this collection. We wish to thank our friends and public in general that the here shown is only a small part of the magnificent gowns that we now have in stock.

MORNING GOWNS.—Made of soft, clinging material which gives to the wearer an air of distinction and grace, **\$7.98**

AFTERNOON GOWNS.—Artistically made; just the thing for afternoon teas and socials. Sure to please, **\$8.50**

EVENING GOWNS.—Made of stylish medium-weight material; finely finished and suitable for all occasions **\$9.75**

MOWER'S

HIGH-GRADE SUITS FOR WOMEN
Sixth and Main Streets

Buy Practical Weight Fonts

In every instance full cases of type are most economical to printers as there is no waiting for sorts and no necessity for pulling letters from

MEN'S GARMENTS



Holiday Decorator

In accordance with our usual custom we again call attention of patrons to our annual Christmas Display of NEW importations in Men's Haberdashery. We've established a standard catering to men who wish style and quality without extra cost. Will you afford us the pleasure of a call on your shopping tour?

**Xmas
Gifts**

SLICK & CO., 15 Broadway

again, there is great satisfaction to know that you can depend on having enough type to set the job, which also insures better work. The use of a distinctive face of type for a booklet or circular is sure to add to its effectiveness; and this big advantage now involves no additional expense for type

Chap-Book Guidon Versatile Ornament

AMERICAN TYPE FOUNDERS CO.

News Gothic in Practical Display

The many beautiful and useful Type Faces which are continually being originated by the American Type Founders Company exceed in variety and utility the combined product of all the other type foundries. This Company carries in stock the best of everything for the newspaper or job printer

American Line Type Faces

PUBLICITY is the vital spark that keeps alive the public interest in a business enterprise, and the professional man or merchant who neglects to heed this fact is in danger of finding himself lost in a fog of dangerous oblivion. It has become worth while, very necessary, in fact, for printers and advertisers to study designs of type and educate their community up to a realization of the great advantages to be gained from advertising. The new and stylish Type Faces designed and also manufactured by this Company, and so consistently assembled in a related family, have proved of great potency in stimulating the demand for better printing in both the commercial and advertising fields. A casual examination will demonstrate the great worth of American Line Type Faces

American Type Founders Co.

72 Point

3 A \$4 80 4 a \$3 15 \$7 95

HONEST MEMBER
Charming Damsels

60 Point

4 A \$4 15 6 a \$3 65 \$7 80

MONEY INTERESTING
Enterprising Merchant

48 Point

5 A \$3 30 8 a \$3 10 \$6 40

REMARKABLE CHARACTER
Delightful Conventions Held

42 Point

5 A \$2 60 9 a \$2 65 \$5 25

MODERNIZED HOME SECURED
Sumptuous Apartments Bought
Extraordinary Bargain Proposed

36 Point

6 A \$2 40 9 a \$1 95 \$4 35

NORTHERN RAILROADS COMBINING
Broadminded Legislators Denounced
Indignant Stockholders Unrecognized

30 Point

7 A \$1 85 14 a \$2 20 \$4 05

PROMINENT PUBLISHERS DESIRE QUALITY
Distinctive and Original American Type Faces
Superior Material Brings General Satisfaction

24 Point

10 A \$1 70 18 a \$1 85 \$3 55

INTERESTING SOUVENIRS CAREFULLY DISTRIBUTED
Enthusiastic Boys Present Splendid Bronze Ornaments
Picturesque Costume Adorns the Gallant Masquerader

18 Point

15 A \$1 45 30 a \$1 80 \$3 25

DOMESTIC INVENTORS PROCURED
Foreign Mechanics Win Recognition
Extraordinary Improvement Noticed

10 Point

26 A \$1 15 51 a \$1 35 \$2 50

STRONG AND SERVICEABLE GOTHIC LETTER
Distinct in Character and Durable in Quality
Indispensable in Newspaper and Job Offices
American Point Line, Point Body and Point Set
Bright and Legible Magazine Advertisements

14 Point

21 A \$1 40 40 a \$1 60 \$3 00

INTERESTING DIPLOMATIC ACHIEVEMENTS
Brilliant Statesmen Decide Baffling Question
Gifted Senators Show Great Executive Ability

8 Point

28 A \$1 05 55 a \$1 20 \$2 25

BRIGHT NEWSPAPER AND MAGAZINE ADVERTISING
American Line Type Styles Insure Effective Results
Most Remarkable Profit-Making Faces in the World
The Art of Pleasing Your Patrons Should be Studied
Distinctive Printing Demands American Line Designs

12 Point

25 A \$1 25 48 a \$1 50 \$2 75

WEIGHT FONTS OF JOB TYPE AT BODY TYPE PRICES
Modern Printers Recognize the Value of Full Cases
Continually Picking Live Jobs Means Smaller Profit
Plenty of Sorts \$1234567890 Saves Time and Temper

6 Point

30 A \$0 90 60 a \$1 10 \$2 00

PRINTING MACHINES OF EVERY DESCRIPTION FURNISHED
American Products Excel in Durability and Attractiveness
Complete Plants Equipped With Modern Printing Material
Cylinder and Job Presses, Paper Cutters and Wire Stitchers
Everything Needed in the Printing Trade Promptly Supplied
Beautiful Ornaments \$1234567890 Delightful Conceptions

News Gothic Condensed in Practical Display

HEROIC PRINTERS

Cool and Level-Headed Craftsmen Show Great Courage
At Their Regular Annual Celebration

FEARLESS BOWLING EXPERTS

Thrilling Bareback Rides on the Hobby Horses, Combined With the
Delights of the Toboggan, Make an Enjoyable Event

The annual celebration and outing, given by the printers employed on the *Blairsville Courier*, was held at Freeman's Grove last Saturday. To say that the event was an enjoyable one is putting it mildly

h games indulged in and
eball was a feature that
ncourage the players to
running races and high
teresting bowling game
dinner table was all that
o some bright addresses

Bargains in Summer Clothing

Snappy Suits for Business

The latest designs in Tweeds,
Serges and Worsteds
are now here. Price, \$9.75

Latest Styles in Low Shoes

The finest line of patent-leather
and russet ties ever
offered in this town at \$2.25

Light Summer Underwear

Some beautiful suits of silk and
knitted underwear at
the low price of . . . \$2.30

Nobby White Flannel Suits

Two-piece flannel suits that will
please the most fas-
tidious taste. Price . \$7.50

THE MONTGOMERY CLOTHING EMPORIUM

NINTH AVENUE AND TWENTY-FOURTH STREET

D HOME

quiet Hints on the Best
omplexion Cream

n Madam Andrews gives
weekly lectures on how
autify the skin and hair
physical exercise taken
ry morning and evening
uable hints on their use.

WEDDING GUESTS EX

Strange Disappearance of Many Valuable Presents Disconc
Witness the Marriage Ceremony at the Bride's Ho

MODERN DETECTIVE METHODS SOLVE

Wonderful Ingenuity Displayed by Female Sleuth Quickly Dispel
and the Supposed Mystery is Converted Into a Huge Joke

GOLD HUNTERS RETURN HOME

Unsuccessful Seekers After the Bright and
Elusive Metal Return in Disgust From
the Scenes of Their Discouraging Effort

The little band of intrepid gold seekers
which left North Point last September
to try their luck in the new El Dorado
continue to return. Many declare that

News Gothic Condensed in Practical Display

CHARLES W. FORBS, President

RICHARD MASON, General Manager

Mason-Forbs Electrical Supply

American Agents
for the Celebrated
Rex-Gorden
Magneto Flash



INVENTORS AND SOLE MANUFACTURERS OF
Mason Electric Motors
Electric Supplies of Every Description

Office and Factory, Number 1284-1286 North Pennsylvania Avenue

KANSAS CITY, MO., _____ 191____

No. 36907

Port Huron, Mich., _____ 191____

THE SECOND NATIONAL BANK

Pay to the order of _____
the sum of _____ Dollars
and charge to the account of

THE AMERICAN PRINTING COMPANY

\$ _____ President _____

AMERICAN TYPE THE BEST TYPE
AMERICAN LINE THE BEST LINE

AMERICAN TYPE FOUNDERS CO.
ORIGINATOR OF TYPE FASHIONS
TYPE, BORDERS, ORNAMENTS
AND BRASS RULE



BRANCH OFFICES AND SELLING HOUSES IN ALL THE LARGE CITIES OF THE WORLD

Twentieth Century Ornament

72 Point

5 A \$4 10

GOVERNORS DENOUNCE

60 Point

6 A \$4 55

DISTINGUISHED FOREIGNERS

48 Point

8 A \$3 90

INTERBOROUGH LINE MODERNIZED

36 Point

10 A \$2 80

HONORABLE MERCHANT
DEMANDS RECOGNITION

14 Point

35 A \$1 75

FOREIGN STATESMEN ADVOCATING REFORMS
DOMESTIC INVENTORS SECURE RECOGNITION
ADVERTISER PRESCRIBES CONDENSED SERIES

12 Point

40 A \$1 50

DECIDED APPLAUSE GREET'S CLEVER CARICATURISTS
SEQUESTERED VALLEYS AND BEAUTIFUL HIGHLANDS
SAD IS REALIZATION OF THE CHRISTMAS STOCKING

30 Point

15 A \$2 50

GORGEOUS SCENERY EFFECTS
CHARACTERIZED PRODUCTION

10 Point

46 A \$1 40

BEAUTIFUL MEADOWS AND LAWNS DELIGHT THE TOURISTS
NUMEROUS WILD FLOWERS AND PLANTS WERE DISCOVERED
PICTURESQUE HOMES AMONG EXQUISITE SYCAMORE TREES

24 Point

21 A \$2 50

MODERN PHOTOGRAPHIC EXHIBITION
REVEALED SPLENDID ACHIEVEMENTS

8 Point

49 A \$1 25

DEMONSTRATION SHOWS PERSEVERANCE ABSOLUTELY INDISPENSABLE
THE MERRY DAYS OF CHIVALRY AND POLISHED COUNTRY GENTLEMEN
INCONSEQUENTIALS NEVER MIND WHAT THE WILD WAVES ARE SAYING
MANY BULLFROGS CROAKING TEARFULLY FOR THEIR MISSING SPOUSES

18 Point

30 A \$2 00

NEWS GOTHIC EXTRA CONDENSED TITLE HEADS
ARE ATTENTION ATTRACTORS AND VERY LEGIBLE

6 Point

49 A \$1 00

SWEET YOUNG LADIES OF NEWARK WITH CACOPHONOUS VOICES MUST DISAPPEAR
PROFESSOR HENDRIK LIGHTFOOT'S GAY MAIDENS SKIPPING THE LIGHT FANTASTIC
INEBRIATED MOON MAKING FACES AS BIRDS SWEETLY WARBLE TO SMILING STAR
SCIENTIST DISCOVERED AMPHIBIOUS MONSTERS AMID MORNINGSIDE GRANDEURS

HOME EDITION

The Cla

No. 9,931

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The Clarion-Ledger Publishing Co.

MONDAY, SEPTEMB

CONTRACT FOR BUILDING WARSHIPS

CONNECTICUT BUILDERS MAKE BUSINESS TRIP ABROAD TO COMPLETE
DETAILS FOR ENORMOUS NAVAL ARMAMENT

WASHINGTON, Sept. 23—George A. Sims and Silas Young will sail for Russia within the next few weeks, where they hope to close negotiations with the Russian Ministry for the construction of seven battle-ships and their accessories, and with other naval armament, at a cost of \$100,000,000. Mr. Sims admitted yesterday that Mr. Young and himself would leave for St. Petersburg to discuss and probably conclude negotiations with the Russian government. These negotiations have been in progress several weeks. It was stated, however, that the propositions which Mr. Sims made on behalf of the Martinburgh Steel Company have not been closed. It was known among the large shipbuilders

of the world that Russia proposes to begin immediately the reconstruction of her navy and tentative propositions have been given by several English and German concerns.

WHAT CONSTITUTES A SUBSCRIBER
AN INTERESTING COURT DECISION RENDERED IN THE
STATE OF MASSACHUSETTS

A court decision has lately been rendered in Massachusetts on what constitutes a subscriber. The judge held that the man who received the paper, although he never subscribed, must pay for it. It appears that James Thompson moved, and William

contest between Willia John Maher, the Aust 8:30 the club building and Thirty-ninth stree to the roof with spect ager, had announced t police stationed at the men with him, all in

GAVE AW
ENTIRE

The firm for which trusted employee for decade has discovered system of writing che sums than the check cated he had taken at their money, accordin made and his former tached his bank accou safe, the contents of

AUTO SUPERIOR TO
HORSE IN FAIR TEST
AFTER TWO DAYS OF EXPERIMENT
MACHINE PROVES CHEAPER
AND MORE DURABLE

ENTRANTS IN THE FAMOUS WANNACOOPER CUP
EVENT REEL OFF LIGHTNING TRIALS
DRIVERS READY TO RACE

With a view of showing the economy, speed and reliability of the motor car over the horse-drawn type of vehicle, and the operative cost of same, the Moto-car Company is conducting an interesting test in which a Moto-car and a horse-

GHOST MADE JANITO
FORGET HIS DEAR
SECOND WIFE SAYS THESE MADE HIM DI

FIGHT FOR ESTATE EVOKES STARTLING AND SENSATIONAL TESTI
POWER OF THE SPIRITIST BELIEF AND SPIRIT MESSA

(Special to The Clarion-Ledger)
WINDYS LOCKS, Sept. 23—Gray twilight shadows gave a spooky air to the town hall on Oak street yesterday as there was told the astounding tale of a ghost wife sending from the grave messages of re-

the man. He died last years, leaving more th was the founder of th main offices in Sarana In the Saranac branch Miss Elsie Green, con

96 Point

4 A \$5 55

BRIGHTER KINGS

84 Point

5 A \$5 25

MODERN DESIGNER
HANDSOME CHAIRS

72 Point

5 A \$5 50

BANKERS ORGANIZING
EXHIBITIONS CLOSING

60 Point

5 A \$4 20

STRONG RACING MACHINE
REMARKABLE HANDICAPS

MIEHLE EXTRA CONDENSED TITLE

48 Point 7 A \$3 75

AMERICAN PRODUCT EXCELLENT
INTERESTING STORIES RELATED

36 Point 10 A \$2 85

DISTRIBUTE HANDSOME EASTER PRESENTS
SMALL MONEY CONTRIBUTIONS WELCOMED

30 Point 14 A \$2 60

REMARKABLE SHOWING SPECIAL HOLIDAY PRESENTS
PARISIAN JEWELRY STOCK DESIRABLE IMPORTATION

24 Point 20 A \$2 50 12 Point 35 A \$1 50

ARRANGEMENTS NOW CONCLUDED
EARTHQUAKES REPORTED COMING
MANY NEW BUILDINGS DESTROYED
PROSPEROUS TOURISTS TRAVEL WITH COMFORT
ENGAGED COUPLE ELOPING MEET STORMY SEAS
ANGRY PARENTS SEEK LOST CHILD EVERYWHERE
PRODIGAL DESIRES FATTED CALF \$1234567890

18 Point 26 A \$2 00 10 Point 40 A \$1 40

ANCIENT SCIENTIFIC MINERAL DISCOVERIES
EXPLORATION AMALGAMATED ASSOCIATION
NUMEROUS DARING ADVENTURERS HONORED
OUR PRESENT METHOD OF SELLING WEIGHT FONTS OF
JOB TYPE AT OUR BODY TYPE PRICES AND DISCOUNTS
GIVES THE UP-TO-DATE PRINTER AN OPPORTUNITY TO
STOCK UP HIS COMPOSING ROOM WITH MODERN TYPE

14 Point 33 A \$1 75 8 Point 45 A \$1 25

NUBIAN BURLESQUERS REHEARSING NEW BURLETTA
SCENIC PRODUCTION REVOLUTIONIZES STAGECRAFT
SUNBEAMS DETERIORATE WONDERFUL PERFORMANCE
ENCOURAGEMENT GALORE TENDERED BRAVE HEROES
NEW AND STYLISH FASHIONS IN TYPE AND BORDER DESIGNS
ARE VERY ESSENTIAL FEATURES IN SMART PRINTING AND AS
AMERICAN TYPE IS NOTED FOR THESE VERY POINTS IT IS NOT
NECESSARY THAT WE ADVANCE ARGUMENT MORE CONVINCING

6 Point 50 A \$1 00

PROFESSOR JUMBO'S UNEXCELLED WILD ANIMAL SHOW AND CIRCUS MENAGERIE
FINAL APPEARANCE IN THIS COUNTRY OF THE WORLD'S CELEBRATED TRAINER
WONDERFUL AND ORIGINAL ACROBATIC FEATS BY THE MOST FAMOUS ATHLETES
REMARKABLE EXHIBITIONS OF SNAKE CHARMING \$1234567890 MATINEES DAILY



CONY OPERA HOUSE

EAST HERMIS BOULEVARD
TELEPHONES 3256-3257 STUYVESANT

FOUR WEEKS ONLY
MATINEE ONLY ON SATURDAY
BEGINNING **FRIDAY FEB. 23**

MESSRS. KETCHUM & SHOWUM
BEG TO ANNOUNCE THE
ENGAGEMENT OF

MARJORIE KING

"THE BELLE"

IN THE STUPENDOUS
STAR CAST REVIVAL
OF HERN'S COMEDY

THE BELLE JERWIN

AUGMENTED ORCHESTRA
ELABORATE PRODUCTION

Strathmore Ornament



BOOK BARGAINS

We beg to announce that we have just placed a large number of miscellaneous books on our bargain counter. These fine books are very slightly shopworn, just enough to prevent them from being classed as new. Some of the best-known authors are represented in the accompanying list. We have a few complete sets.

THE BINDINGS ARE ALL OF THE BEST QUALITY
AND ARE FULLY GUARANTEED IN EVERY WAY

To make these books move quickly we have marked the prices at about one-half the publisher's regular rate.

Among the lot are four sets of Dickens' works previously sold at \$40; each to be sold at

\$24

THE HERITAGE OF THE WESTERN PLAINS

By VIOLA HELENA GRAYHURST

We have also secured the complete second edition of this famous novel and are selling them at a low figure. "An appealing love story, pure as the far water brooks," says one well known reviewer, in the latest issue of the Scribe, of this new and fine novel

VOLTAIRE
ADDISON
MARK TWAIN
BROWNING
DE FOE
BUNYAN
PAINE
CHAUCER
DICKENS
LONGFELLOW
ELLIOTT
HUGO
AND MANY OTHERS
EQUALLY WELL
KNOWN

THE EAST BRADFORD BOOK EXCHANGE

CORNER MASONIC AND EAST EIGHTH STREETS, EAST BRADFORD

GOVERNOR BURNS RESIGNS MONDAY

NOTIFIES LEGISLATURE THAT HE
MUST SEEK NEW CLIMATE
TO BENEFIT HEALTH

BY ADVICE OF NEW MINBURN SPECIALIST HE
WILL LEAVE FOR PHOENIX MONDAY
ON THE SOUTHERN PACIFIC

BANNERTON, August 27.—Governor Thomas Holcomb Burns sent a special message to the Legislature this afternoon making known his intention to relinquish the Governorship on Monday next. The reason given is ill health. Dr. Maurice Stanwix, the noted specialist on stomach troubles recently informed the family of the Governor that his only hope for ultimate recovery was to get entirely away from the duties and cares of public office and breathe

MOB DEFIES

BOHNVILLE POLITICAL SITUATION MADE
MORE UNCERTAIN BY DEATH OF BRADY

The death of Senator Brady has added to the uncertainty of the political mixup in the Fourteenth District. Chairman Foster of the State Committee literally threw up his hands in despair yesterday and left for his home in Monroe. Mr. Foster declared before leaving that it seemed that almost every man in the district had gone office mad and insisted on being nominated for some elective position. There are fourteen well developed boomlets for the vacancy caused by Senator Brady's death, and no possible compromise is in sight.

PARENTS OF MINERVA HURSTING OFFER
REWARD FOR RETURN OF THEIR CHILD

The search for Minerva Hursting, the eight year old daughter of the millionaire printer, has been further stimulated by an additional offer of \$5,000 for the return of the child by

HUNDRE REFUS

Fully five thousand f congregated at the int avenue and Halsey str threw curb stones and policemen from station tain Devereux. The p injured and hurried to others were carried to t Many bystanders were attacked by the frenzi ed had it not been for carried through the mo risk of his life. Captai

CONVENTION DEMANDS MODERN COST SYSTEM

PRINTERS SEEK TO FIND
SCIENTIFIC SYSTEM
OF ESTIMATING

SPECIAL COMMITTEE APPOINTED
TO FIND FIXED EXPENSES
OF PRINTING PLANT

If the temper of the Master Printers' Convention, now being held in the ballroom of the Algonquin, reflects the attitude of employing printers in general, we may soon see the old cut-price system done away with and a new

printing had not yet begun its influence as a business. Printing is a business upon which all other businesses must lean to a greater or less extent. Therefore, dignify it by doing your best work, and by demanding a fair and legitimate return for your work.

"Every printer should have a sample room, where his work can be displayed to advantage. Most printers' samples consist of a bunch of odds and ends that mean nothing. Printers should take as much care in displaying their samples as shoe men, hardware men or other trades do. Be sure to have a sample room."

The next convention will be held at Holton on Thursday, August 25, 1913. It is hoped that a larger number of printers will be present.

PASSENGER AIRSHIP OF RICHMOND LINE
BUMPS INTO A DERELICT OVER DOSWELL

WASHINGTON, August 27.—The 8:14 airship from Richmond entered the slip at the Georgetown terminal tonight fifteen minutes late. Aviator Richards reports having run into a ten-cylinder derelict while passing over Dos-

CUBS BE ORIO

The Cubs batted Curl three singles and a ho sixth inning. As usual off the batting honors f



BALTIMORE 20
CHICAGO 13

Base Hits—Off Curle First Base on Balls—Off Brown, 3. Struck Out-

LIGHT COPPERPLATE GOTHIC EXTENDED

24 Point No. 70

5 A \$2 55

HANDSOME MINER

24 Point No. 69

6 A \$2 50

MEMBER DENOUNCED

18 Point No. 70

8 A \$2 05

REMARKABLE MANSIONS

18 Point No. 69

9 A \$2 00

NUMEROUS DESIGNS BROKEN

PORT HURON, MICH., _____ 19____

M_____

TO HERMAN BURON, M. D., DR.
HOMEOPATHIST

OFFICE HOURS: { 8 TO 10 A. M.
2 TO 3 P. M.
7 TO 9 P. M.
SUNDAY, 9 TO 11 A. M.

NO. 9186 MUNFORD AVENUE
TELEPHONE 214 HURON

AFTER FIVE DAYS RETURN TO
HERMAN BURON, M. D.
PORT HURON, MICH.

MRS. HERMAN BURON

NO. 9186 MUNFORD AVENUE

PORT HURON, MICH.

SPLENDID \$1234567890 FIGURES

12 Point No. 68

11 A \$1 50

STRONG REMARKS
HUMOROUS MUSIC

12 Point No. 67

13 A \$1 50

BROKERS DISHONEST
MODEST FOREIGNERS

12 Point No. 66

15 A \$1 50

MECHANICS DISCOUNTED
CURIOUS HOMES BOUGHT

12 Point No. 65

18 A \$1 50

SHORTHAND EXPERTS FOUND
MANY CHARMING DIVERSIONS

6 Point No. 64

17 A \$1 00

PICTURESQUE SCENES GIVEN
BIOGRAPH SHOW PROCURED
GROTESQUE PERFORMANCES

6 Point No. 63

22 A \$1 00

SUBLIME FURNITURE THROUGHOUT
REASONABLE ENOUGH INTENTIONS
SPLENDID REMEMBRANCES RETURN

6 Point No. 62

26 A \$1 00

ENTHUSIASTIC DEMONSTRATOR REJOICING
JUVENILE STUDENTS DECLINE PROMOTION
UNDIMINISHED \$1234567890 RAINSTORMS

6 Point No. 61

30 A \$1 00

DELIGHTED SPINSTERS REMOVING HARSH LINES
CURIOUS GIRL DETECTIVE BECOMES INTERESTED
MATRIMONIAL SCHEMERS REPORTING PROGRESS

HEAVY COPPERPLATE GOTHIC EXTENDED

24 Point No. 80

5 A \$2 55

HANDSOME MINER

24 Point No. 79

6 A \$2 50

MEMBER DENOUNCED

18 Point No. 80

7 A \$2 00

REMARKABLE MANSIONS

18 Point No. 79

8 A \$2 00

NUMEROUS DESIGNS BROKEN

CHARLES W. HENDER, PRESIDENT
HENRY BRINK, SECRETARY

CAMDEN, MISSOURI, JANUARY TENTH

OWING TO THE WITHDRAWAL OF MR. HAROLD WINTERBY FROM THE
SHOE AND RUBBER CONCERN KNOWN AS HENDER & WINTERBY, THE
NAME OF THE COMPANY HAS BEEN CHANGED AND WILL BE CALLED

THE HENDER-BRINK CO.

THIS COMPANY, UNDER THESE NEW CONDITIONS, WILL ENDEAVOR TO
AFFORD ITS MANY CUSTOMERS AND FRIENDS THE SAME QUALITY OF
SERVICE THAT HAS CHARACTERIZED ITS ACTIVITIES IN YEARS PAST

VERY RESPECTFULLY

THE HENDER-BRINK COMPANY

SPLENDID \$1234567890 FIGURES

12 Point No. 78

11 A \$1 50

STRONG REMARKS
HUMOROUS MUSIC

12 Point No. 77

13 A \$1 50

BROKERS DISHONEST
MODEST FOREIGNERS

12 Point No. 76

15 A \$1 50

MECHANICS DISCOUNTED
CURIOUS HOMES BOUGHT

12 Point No. 75

18 A \$1 50

SHORTHAND EXPERTS FOUND
MANY CHARMING DIVERSIONS

6 Point No. 74

17 A \$1 00

PICTURESQUE SCENES GIVEN
BIOGRAPH SHOW PROCURED
GROTESQUE PERFORMANCES

6 Point No. 73

22 A \$1 00

SUBLIME FURNITURE THROUGHOUT
REASONABLE ENOUGH INTENTIONS
SPLENDID REMEMBRANCES RETURN

6 Point No. 72

27 A \$1 00

ENTHUSIASTIC DEMONSTRATOR REJOICING
JUVENILE STUDENTS DECLINE PROMOTION
UNDIMINISHED \$1234567890 RAINSTORMS

6 Point No. 71

30 A \$1 00

DELIGHTED SPINSTERS REMOVING HARSH LINES
CURIOUS GIRL DETECTIVE BECOMES INTERESTED
MATRIMONIAL SCHEMERS REPORTING PROGRESS

COPPERPLATE GOTHIC ITALIC

24 Point No. 60

6 A \$2 50

MODERNIZED NUMBER

24 Point No. 59

8 A \$2 65

STRENUOUS EXAMINATION

18 Point No. 60

9 A \$2 00

CURIOUS NECKWEAR BOUGHT

18 Point No. 59

11 A \$2 00

REMARKABLE KINGDOM UNEARTHED

OUR NEW AND ATTRACTIVE LINE OF
FINE SUITINGS

HAS JUST BEEN RECEIVED AND IS NOW OFFERED FOR YOUR CAREFUL INSPECTION. ALL OF THE LATEST IDEAS IN FASHION CONCEPTION AS WELL AS THE HIGHEST QUALITY OF FABRICS HAVE BEEN INCORPORATED IN THIS ASSORTMENT. COMPLETE LINES IN SERGES, THIBETS AND CHEVIOTS, ALSO IN WEARWELL CLOTH, THE NEW FABRIC FROM THE FACTORY OF MUNDHEIM & FRERES, PARIS. GUARANTEED ALL-WOOL, OF THIS SEASON'S SHEARING. THE LININGS ARE IN STRICT CONFORMITY WITH THE HIGH QUALITY OF THESE SUITINGS. YOU HAVE NEVER BEFORE HAD SUCH A CHANCE AS THIS TO SECURE THE BEST QUALITY WINTER SUITS FOR SO SMALL AN OUTLAY OF MONEY

FOR STYLISH
DRESSERS

HERUM &
BURK

STATE AND OAK STREETS
BOSTON, MASS.



ORDER OF DANCE

PART ONE

WALTZ

SCHOTTISCHE

TWO-STEP

LANCIERS

POLKA

GRAND MARCH

WALTZ

SCHOTTISCHE

TWO-STEP

QUADRILLE

WALTZ

INTERMISSION

PLEASING \$1234567890 FIGURES

12 Point No. 58

12 A \$1 50

HISTORICAL ROMANCE
STRANGE HOMESTEAD

12 Point No. 57

16 A \$1 50

HANDSOME MAIDS RETURN
DEMURE GIRLS INDIGNANT

12 Point No. 56

18 A \$1 50

HUMOROUS EPISODE REPORTED
DESIRE CONSIDERABLE MONEY

12 Point No. 55

22 A \$1 50

MAGNIFICENT CARPETS PURCHASED
OFFERING SOME CHOICE BARGAINS

6 Point No. 54

21 A \$1 00

NEW MEMBER REMAINING NEUTRAL
WONDERFUL RECEPTION TENDERED
STRONG STUDENTS BECOME QUIET

6 Point No. 53

25 A \$1 00

FASHIONABLE GIRLS DESIRE PROMINENCE
STARTLING EXPERIENCE VIVIDLY DEPICTED
DETERMINED LEADERS SUGGESTING IDEAS

6 Point No. 52

32 A \$1 00

PROSPEROUS EUROPEAN COUNTRIES LENDING HELP
THOSE MIDNIGHT RAMBLES DECIDEDLY UNHEALTHY
IMPRESSIVE RELIGIOUS CEREMONIES INTERRUPTED

6 Point No. 51

37 A \$1 00

MECHANICAL DEPARTMENT BECOMING HIGHLY PROFITABLE
ENTHUSIASTIC CONVENTIONS PRESENTING GRAND REPORTS
INTERNATIONAL ASSOCIATIONS OF AMBITIOUS MECHANICS

COPPERPLATE GOTHIC FAMILY IN COMBINATION

THE FRANKLIN PRINTING CLUB

HEREBY INVITES YOU TO BE PRESENT AT ITS SIXTEENTH ANNUAL ENTERTAINMENT AND BANQUET. TO BE HELD IN ELBERON ASSEMBLY HALL ON THE EVENING OF MARCH TWENTY-SECOND. THIS EVENT WILL MARK THE CLOSE OF THE MOST PROSPEROUS YEAR IN THE HISTORY OF THIS CLUB. REPORTS ON THE BETTERMENT OF THE PRINTING INDUSTRY WILL BE DISCUSSED. WHICH MAKES IT VERY IMPORTANT THAT YOU SHOULD ATTEND THIS BANQUET

FIVE DOLLARS THE PLATE

VEST POCKET
EDITION

WINTER
TRIPS

RELIABLE
INFORMATION
FOR PLEASURE
SEEKERS

ISSUED BY
THE TROPICAL
RAILROAD

FINE BANKING HOME

HUNT &
MIRDE

TRUSTWORTHY
BANKING

ARTHUR BOWLES
PRESIDENT

ROBERT MUNN
CASHIER

IT IS WITH EXTREME PLEASURE AND GRATIFICATION THAT THE MEMBERS OF THIS RELIABLE INSTITUTION BEG TO ANNOUNCE THE COMPLETION OF THE NEW HOME ON SIXTEENTH AND DERAM STREETS. IT IS A HANDSOME STRUCTURE DEVOTED ENTIRELY TO OUR OWN BANKING INTERESTS. THE INTERIOR ARRANGEMENT HAS BEEN COMPLETED WITH A VIEW TO BEAUTY AND THE CONVENIENCE OF BANKING

LOCATED AT PRINCE AND REID STREETS

REMOVAL NOTICE

THE GEM CLUB

HEREBY CALLS YOUR
ATTENTION TO THE CHANGE
IN ADDRESS OF THE
MEETING-PLACE OF THE CLUB
AFTER MARCH TWENTIETH
TO ITS NEW AND VERY
COMFORTABLE QUARTERS
LOCATED AT

MAIN AND ELDRIDGE STREETS
KEASBOROUGH

NEW YORK

BOSTON

PRODUCERS OF QUALITY

HANDER-BEHMON

MANUFACTURERS OF

PRINTING INKS

DRY COLORS, OILS, TURPENTINE AND
VARNISHES

CHICAGO

BALTIMORE

Franklin Gothic Extra Condensed

120 Point

3 A \$8 00 4 a \$5 60 \$13 60

MINE Shaft

96 Point

3 A \$6 25 4 a \$4 25 \$10 50

Rented HOME

84 Point

3 A \$5 20 4 a \$3 40 \$8 60

TERM Prohibits

72 Point

3 A \$4 95 4 a \$3 35 \$8 30

Machines REMIND

60 Point

3 A \$3 70 6 a \$3 95 \$7 65

**NUMBERED PREMIUM
Modest Construction**

Franklin Gothic Extra Condensed

48 Point

4 A \$2 90 8 a \$3 35 \$6 25

MERCHANT PRODUCTIONS
Educated Horses Continue

42 Point

5 A \$2 60 9 a \$2 80 \$5 40

CURIOUS ENTERPRISES NOTED
Dishonorable Method Expected

36 Point

5 A \$1 80 11 a \$2 45 \$4 25

DETERMINED BANKER CONSIDERING
Strenuous Remark Answered Quietly

30 Point

7 A \$1 90 14 a \$2 20 \$4 10

DESIRABLE TYPE FACE
Excellent Gothic Letter

12 Point

21 A \$1 25 44 a \$1 50 \$2 75

HISTORICAL DOCUMENTS DISCOVERED
Some Mysterious Investigations Made
Dignified Professors Procure Evidence
Many Individual Plants \$1234567890

24 Point

9 A \$1 60 18 a \$1 90 \$3 50

HANDSOME PRIZE SECURED
Strong Competitors Remain

10 Point

25 A \$1 15 48 a \$1 35 \$2 50

AMERICAN LINE STYLES LEAD THE WORLD
Distinct and Attractive Type Combination
The Weight Font System Increases Profits
Desirable and Useful Gothic Letters Found

18 Point

14 A \$1 45 29 a \$1 80 \$3 25

DISTINGUISHED SCHOLARS NAMED
Charming Afternoon Performances

8 Point

28 A \$1 00 55 a \$1 25 \$2 25

EFFECTIVE GOTHIC DESIGNS ARE ALWAYS POPULAR
Strong and Durable Types Bring Favorable Results
The Franklin Gothic Extra Condensed Insures Merit
Procure Your Job Type in Serviceable Weight Fonts

14 Point

18 A \$1 40 36 a \$1 60 \$3 00

BEAUTIFUL AMERICAN LINE TYPE STYLES
Popular and Serviceable Creations Bought

6 Point

30 A \$0 90 60 a \$1 10 \$2 00

UNEXCELLED FOR SHOW CARDS AND NEAT POSTER WORK
Every Printing Office Should Contain This Striking Series
Sold in Weight Fonts at Body Type Prices and Discounts
Discerning Printers \$1234567890 Will Recognize Its Value

The Great Popularity of Brass and Copper Thin

SPACES

Q Brass and Copper Thin Spaces make justification so easy that no printing office, large or small, can successfully afford to be without them. These spaces are put up in special cases, made the size of the regular Wisconsin Quarter Cases, four of which just fit in a regular blank case. They

can thus be kept where they are most accessible, or can be placed on the stone. They are a very valuable article in the composing room, and will save a large unnecessary amount of labor. They will prove a valuable adjunct to any printing office. In quick and accurate justification they are a boon to any printing office.

That these Thin Spaces may be readily distinguished, the Half Point are made of Copper and the One Point are made of Brass. For prices and further information in regard to the Brass and Copper Thin Spaces write to nearest Selling House for pamphlet

HAROLD W. MORTON

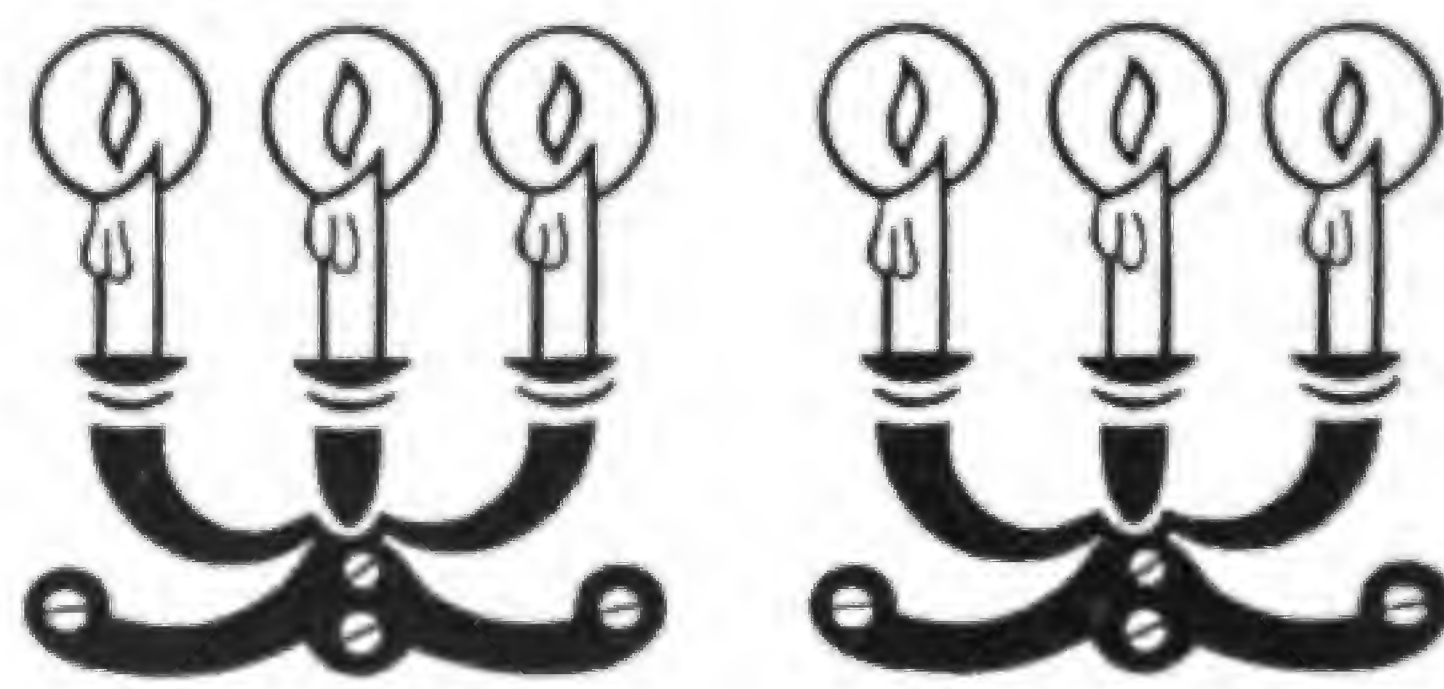
WILLIAM H. HENDERSON

MORTON & HENDERSON CO.

1239 North Market Street, OAKFORD, WIS.

HIGH-GRADE INTERIOR AND
EXTERIOR WORK

Decorators



American Type Founders Co.

THE LARGEST AND MOST COMPLETE TYPE FOUNDRY IN THE WORLD. EVERYTHING FOR THE PRINTER

Franklin Gothic Extra Condensed in Practical Display

NOVELTIES

For Making Your Home Attractive

To the man or woman of good taste the subject of making the home as beautiful and attractive as possible is always one of great interest. Our novelties are selected by experts in the art of home decorating, and always with the view of giving our patrons and the general public the best and most original ideas for their money. A visit to our show rooms, and a casual examination of our stock, will convince the most skeptical that our claims to art in the way of house decorations have been substantiated in every detail. We will have special displays

Columbia Novelty Company

Number 27 Market Street KANSAS CITY, MO.

Chap-Book Guidon Versatile Ornament

VALENTINE SALE HERE

**All the Latest Designs in
Valentines, some original
motto Folders for mailing**

**THE RED HEARTS AND
FRENCH CUPIDS WILL
SURELY PLEASE YOU**

**Ask to see the little
Austrian Valentines**

MAX GORDON
SOUTH STREET BOOK STORE

Versatile Ornament

Ordering by Telephone

A Word to Housewives Regarding New Residence Line

The Benscreek and Turtle Point Telephone Company in making several very important changes and extensions in its system has provided for resident lines of three parties or more. This change will enable every housewife in town to order her household goods by telephone. Your orders for installation of telephones may be placed at once



Chap-Book Guidon Hello Cut

Engravers Old English Bold

72 Point

3 A \$8 35 4 a \$4 85 \$13 20

Rich Design

60 Point

3 A \$6 80 5 a \$4 65 \$11 45

Durable Metal
Copper Alloys

48 Point

3 A \$4 20 6 a \$3 85 \$8 05

Handsome Cards
Popular Material

42 Point

3 A \$3 65 6 a \$3 15 \$6 80

American Line Type
Handsome Creation

36 Point

3 A \$2 65 6 a \$2 35 \$5 00

Excellent Display Lines
Wonderful Typography

Engravers Old English Bold

30 Point

4 A \$2 10 9 a \$2 15 \$4 25

Satisfactory Display Letters
Given Favorable Advantage
Desirable Stationery Printed

24 Point

4 A \$1 55 12 a \$1 95 \$3 50

Magnificent Opportunity Tendered
Designs Contain Exceptional Merit
Enthusiastic Advertisers Rejoicing

18 Point

7 A \$1 40 20 a \$1 85 \$3 25

The hope of the Printer for Better Prices will
be Realized Gradually but Positively by the
Public Becoming More Familiar With Faces

14 Point

9 A \$1 25 28 a \$1 75 \$3 00

When anything in Art or Style gets established in Printing
Shops there is sure to be a Reaction. Printing Buyers of
today want Variety in their Work and the Up-to-Date Type
Faces that are attractive so as to catch the eye of the public

12 Point

11 A \$1 20 31 a \$1 55 \$2 75

When a Printing Office gets into a
Rut in style and clings persistently
to a limited few Faces of Type, no
matter how good they may be, it is
bound to lose trade \$1234567890

8 Point

14 A \$1 00 41 a \$1 25 \$2 25

When you find a Printer who is selling
his Product as so much paper smeared
with Ink, you have found One who has
missed his real Vocation in Life. The
Successful printer of the Future must
sell Business-getting Potentiality. He
will Educate his Customers to this idea

10 Point

12 A \$1 10 36 a \$1 40 \$2 50

The effective and progressive Printers of
the Country are Educating the Public to a
better Appreciation of what Real Quality
in Printing consists of. It is not the paper
ink and binding, but it is Stylishness, the
Expression of Fine Art. It is Intellectual
in conception and its effect is on the Mind

6 Point

16 A \$0 90 47 a \$1 10 \$2 00

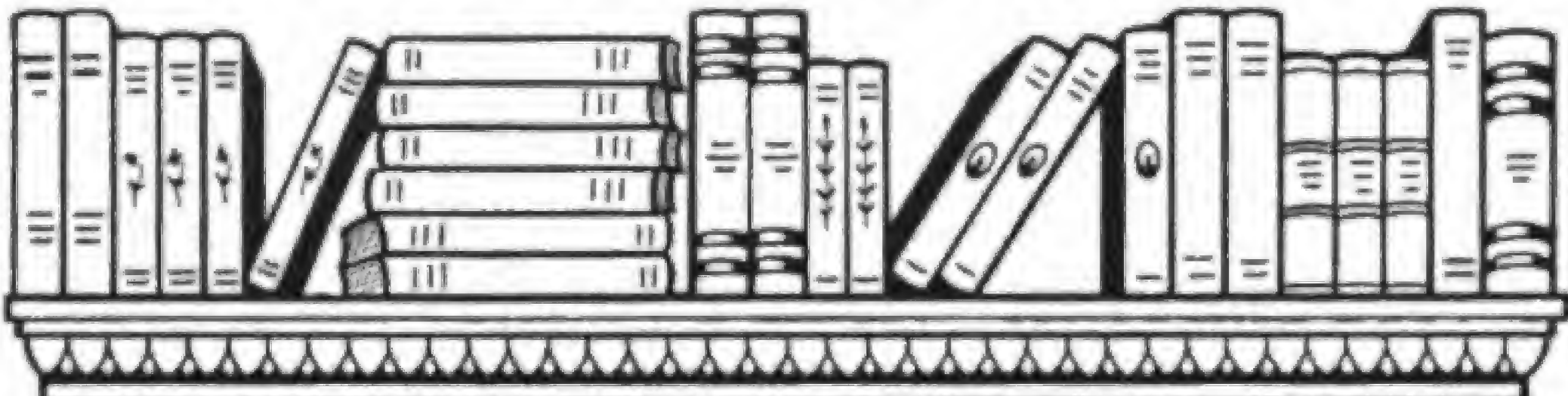
The publisher who neglects the study of good
Typographic Style is not onto his Job. He is
advertising himself adversely, or, to be more
explicit, he is Glaringly Advertising the Fact
that his interest in the Advertiser ceases when
the space contract is signed. Those who place
the great Advertising contracts, and also those
Intelligent Advertisers on a Lesser Scale are
becoming expert critics of Typographic Style
Illustrations \$1234567890 Original Designs

Engravers Old English Bold in Practical Display

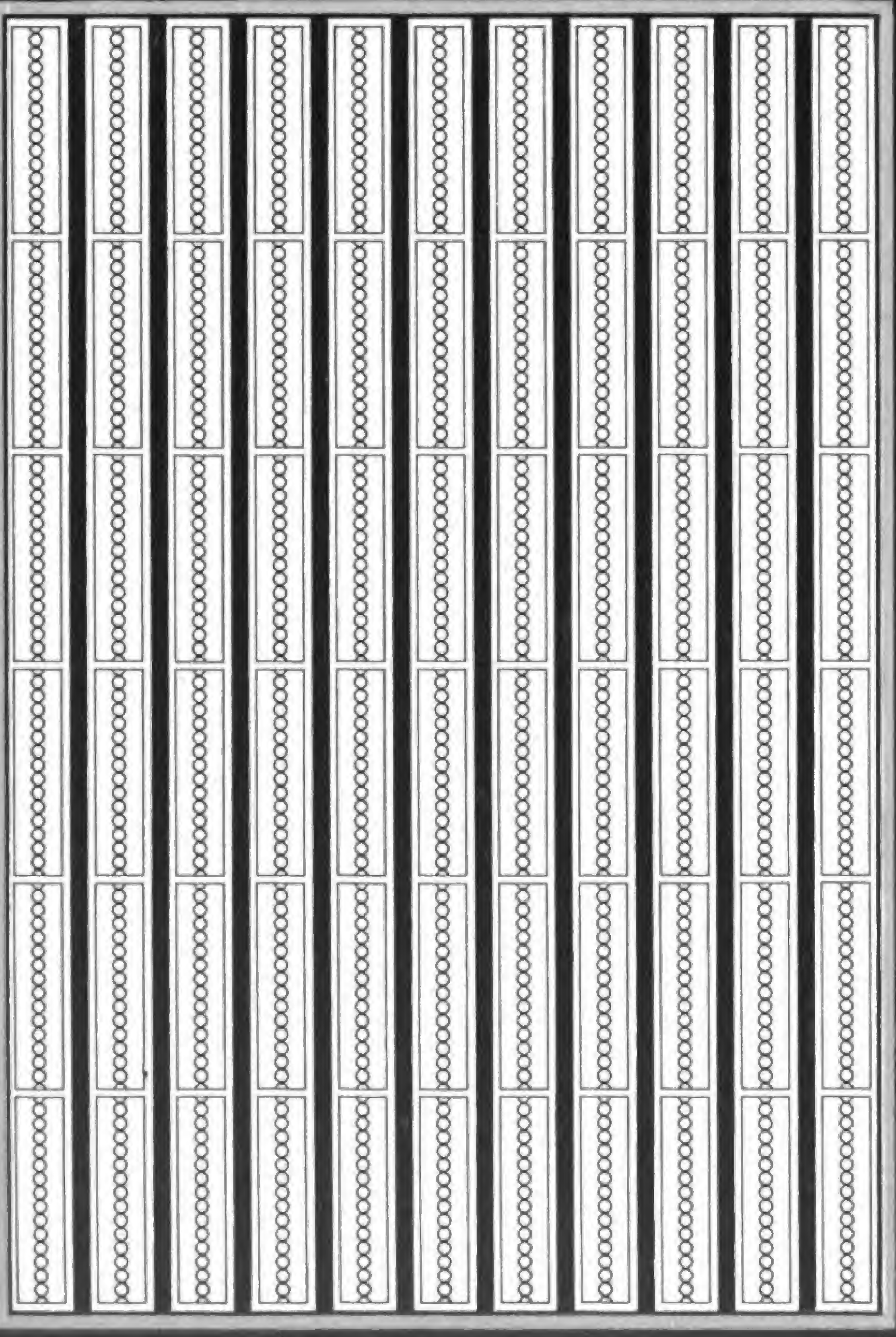
Printer's ink widens the world of every business. If a business is worthy and managed well, printing is the next great factor in its success.—Selected.

Hapgood Floret Art-Tiles and Outline Art-Tiles

Bertram Manor



Seventh Souvenir Book



Versatile Ornament Century Border

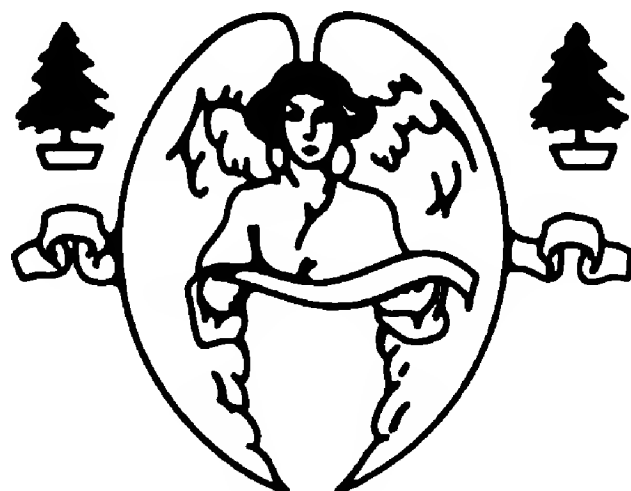
Citizens Bank of Holland

Worcester Street
and Lenox Avenue
Holland, Maine



The wealth and frugality of a people may be best judged by the records of a progressive bank located in its midst. For this reason we take pride in reciting the growth of the Citizens Bank, reflecting credit as it does both to its careful management and the development of the community which it has served. Back in those days of General Grant's presidency, 9 years after the close

Floral Basket Piece



Christmas Day Services

The Members of St. Paul's Church desire to invite their friends and neighbors to the Christmas Day service to be given in the new St. Paul's Church on Main Street Park and can assure all who come a most cordial welcome. The morning service will begin at ten thirty o'clock, sharp, and the afternoon service opens at three o'clock. A selected choir of fifty voices will be on hand to render sacred carols

Order of Services

Opening Prayer
By the Pastor

Christmas Anthem
The Choir

Organ Recital
Miss Carn

Christmas Sermon
By the Pastor

St. Paul's Church

Rev. John Martin, Pastor
Main Street, Harper, Ill.

Cast Squares Holiday Decorators

Musical

Thursday Evening
May 2, 1910

In aid of St. Paul's Home for the Destitute
Children. To be held in the Church Annex
Main and Norton Streets, Harper, Illinois

Card of Admission
Fifty Cents

Concert

An Excellent Letter
for High-Grade
Church and
Society Printing

American
Type
Founders
Company

Originator and Maker

Cast Squares

Globe Gothic Bold Italic Non-Kerning

72 Point

3 A \$8 60 4 a \$5 70 \$14 30

BIG Maple

48 Point

3 A \$4 60 4 a \$3 00 \$7 60

Require BANKS

42 Point

3 A \$3 35 6 a \$3 40 \$6 75

MAIDS Requested

36 Point

4 A \$2 70 6 a \$2 40 \$5 10

**WESTERN FORESTS
Display Ideal Feature**

30 Point

4 A \$2 00 8 a \$2 30 \$4 30

**NEW DRIVER
Entering Race**

12 Point

13 A \$1 30 25 a \$1 45 \$2 75

**WONDERFUL PRINTING
Detaining Clever Acrobat
Country House Thronged
Gamblers \$1234567890**

24 Point

5 A \$1 60 10 a \$1 90 \$3 50

**SINGLE CITIZEN
Congested Alleys**

10 Point

15 A \$1 15 31 a \$1 35 \$2 50

**MANY STEEP MOUNTAINS
Upholstered Sofa Repaired
Delightful River Excursions
Society Entertainers Killed**

18 Point

8 A \$1 60 15 a \$1 70 \$3 30

**LONESOME INDIANS
Musical Duets Charm**

8 Point

17 A \$1 05 35 a \$1 20 \$2 25

**ORIENTAL THEATRES DAMAGED
Large Type Faces Become Popular
Family Development Come to Stay
Contrast Makes Typographical Art**

14 Point

11 A \$1 40 22 a \$1 60 \$3 00

**FINE ARTISTIC PRINTING
Exquisitely Finished Faces
American Material Lauded**

6 Point

19 A \$0 95 37 a \$1 05 \$2 00

**BEAUTIFUL NATURAL FORESTS AFIRE
Great American Type Founders Company
Latest Innovation by the Manufacturers
Will Make a Large Difference in Expense
Specialists Becoming Factors at Printing
Harmonious Effect Desired \$1234567890**

Globe Gothic Bold Italic

Non-Kerning

This series is the latest and the very best non-kerning italic on the market and it will meet with the approval of all printers who desire an italic type face that is made to stand the severe strain of electrotyping and the general requirements of an italic letter



Made in thirteen very useful sizes, six point to seventy-two point

**AMERICAN TYPE FOUNDERS
COMPANY**

Announcement

IN DOING IMITATION TYPEWRITER PRINTING,
THE FOLLOWING DIRECTIONS SHOULD
BE STRICTLY ADHERED TO:

1. *Always* wash your type-ribbons with soap and water before using.
2. Have the press and all its parts *immaculately clean*.
3. Have new rollers for each color and use them for that color *only*.
4. A good fountain is *necessary*.
5. *Always* secure your shade before starting to run job, using typewriter color sheet.
6. Be careful to run job *evenly*.
7. *Do not* try to get match by mixing inks. Get special ribbons.
8. Train your stenographers as to correct touch. *Do not let them get careless*.

New Typewriter Faces

12 Point

20 A \$1 25 100 a \$5 50 \$7 35

SILK REMINGTON TYPEWRITER

Imitation typewritten letters are a most profitable specialty for job printers to handle. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work will purchase elsewhere. You must have special ink and type adapted to this work; then a few cents' worth of silk completes the outfit. If the addresses are to be filled in on a typewriter, have the stenographer write a sample letter. Use this as a color sheet and have the pressman work to it. You can vary the depth of color on the press and not on the typewriter.

12 Point

9 A \$0 95 32 a \$1 80 \$2 75

OLIVER TYPEWRITER

There is a constantly increasing demand for the printing of imitation typewritten letters, and in all the leading cities wide-awake printers are taking advantage of this fact and increasing their facilities for doing this work. The accurately reproduced typewriter faces offered by the American Type Founders Company, matching the work of leading makes of typewriting machines, are proving a great help to the craft. Distribute The Process Ink on the plate as usual, then put in form. The first few rollings will saturate the silk with ink and it will act as an inked ribbon, giving an impression similar to a typewriting machine.

10 Point

9 A \$0 75 32 a \$1 75 \$2 50

ELITE OLIVER TYPEWRITER

This work can best be done by printing through a rather heavy piece of China silk stretched over the grippers and left a little slack to prevent smearing. The form is "locked head to the left-hand guide." If two-on is worked, lock the form tail down. After running twenty impressions, the ribbon will be saturated and the press ready and even. The particular kind of cloth used is not important. The crape chiffon, China or Japanese silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. Crape chiffon is the lightest. China silk is generally used. The work is done on linen or hard finish paper. By varying the cloth from crape chiffon through China silk up to the ribbon cloth, the operator can get any desired weight of face. The silk or ribbons will last a long time and when filled up can be washed clean and used again.

All of our Typewriter Faces
are sold in Weight Fonts at our Body Type
Prices and Discounts

Inland Type

Carried in Stock

Recut Caslon
Recut Caslon Italic
New Caslon
New Caslon Italic
Condensed Caslon
Heavy Caslon
Comstock
Comstock Condensed
Blair
Blair Condensed

These faces (and many others) are carried in stock by the Selling Houses and Agencies of the American Type Founders Company

Recut Caslon

84 Point

3 A \$8 45 4 a \$4 80 \$13 25

HERDING
North River

72 Point

3 A \$6 90 4 a \$3 90 \$10 80

STRANGLE
Hardest Metal

60 Point

3 A \$6 00 4 a \$3 40 \$9 40

MECHANICS
Knocked Down

48 Point

4 A \$4 25 6 a \$3 25 \$7 50

STYLE BINDING
Decorator Holidays

42 Point

4 A \$3 35 7 a \$2 90 \$6 25

PRINTER FRIENDS
Sociable Manufacturers

36 Point

4 A \$2 60 8 a \$2 40 \$5 00

ORIGINAL DESIGNER
American Type Invigorates

30 Point

5 A \$2 15 10 a \$2 10 \$4 25

NEW HISTORICAL SCENES
House Containing Entertainment

24 Point

6 A \$1 75 13 a \$1 75 \$3 50

MICHIGAN ORPHEUM FINISHED
Conversation Interested Superintendents

18 Point

10 A \$1 65 18 a \$1 60 \$3 25

ELEGANT RENDITION
North Boston Lemon Clubs
Comets Arrive on Schedule

10 Point

18 A \$1 25 36 a \$1 25 \$2 50

EXPECT EARLY INDICTMENT
Condemned Prisoners Are Sentenced
Kind Magistrate Industiously Studies
Contents of Ponderous Bound Books
Millionaire Manufacturer the Victim

14 Point

13 A \$1 45 27 a \$1 55 \$3 00

GRECIAN MYTHS INTEREST
Many an Interesting Conversation
Enjoyable Afternoons Maintained

8 Point

21 A \$1 10 42 a \$1 15 \$2 25

ENTERPRISING SOCIETY NEWSBOYS
Sales Consequently Vastly Increased Thereby
Profits Make Lighter the Heart of Little Mike
Most Thunderous Tone Ever Audible in City
Deafening Roars Make People Think of Babel

12 Point

15 A \$1 25 32 a \$1 50 \$2 75

REVIEWING NATIONAL GUARDS
Duplicate Declaration of Independence
Investors Realizing Unusual Dividends
Foreign Places \$1234567890 Amusement

6 Point

23 A \$0 95 47 a \$1 05 \$2 00

GENEROUS MARGINS DELIGHT THE READER
Modern Printers Always Given Proper Consideration
An Artistic Touch Requires Conception of the Beautiful
Typographers Study Art of Other Periods and Peoples
Colorado Reports Largest Rainfall for Nineteen-three
Weather Bureaus in Western States Giving Statements
Great Agricultural Display \$1234567890 Anticipated Next

Elements of Design in Decoration of Covers

THERE IS ONE VERY NOTED CHARACTERISTIC
OF COVER DECORATION THAT SETS IT APART
FROM MOST OTHER DEPARTMENTS IN DESIGN

IT is not unnatural when we consider what the principal function of the cover of a book has grown to be in its evolution from just a simple protective case; and surely, apart from extremely plain-lettered covers, there is more to be said in favor of a cover that serves in some way to suggest the character of the contents of a book than of one that only embodies a scheme of a purely formal line of decoration without any reference to what is contained within. The usual difficulty with many symbolic covers (a difficulty which has led us occasionally to emphasize, at their expense, covers of a more formal type) is that they, and the artists that design them, very often try to symbolize too much. It is a fundamental rule that no element of reality may enter into a scheme of decorative composition without undergoing such modification of its parts as may be necessary to bring it into relation to other elements in design

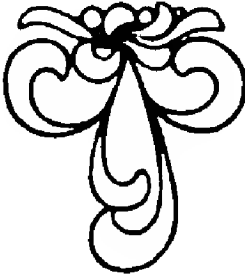
Recut Caslon and *Recut Caslon Italic* in Practical Display

<i>THE WESTERNER</i>	7
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CHAPTER VI

IN October of that year, Fred Furlman was at a post of the Harlem Bay Company when the news came that a large body of English settlers was at hand. He saw at once what this meant. With only a few hours' preparation he set off on horseback, determined to go to Washington. He meant to see Mr. Webber to tell him how possible it was for the United States to occupy Oregon, and so to prevent him from making a treaty which should surrender that country.

With a companion and a guide he left the neighborhood of what is now Walla-Walla. It was a terrible ride. Exactly three months afterwards he was at Santa Fe, having braved the ice

A TRIP THROUGH	
THE WEST	
<i>A NATURE STUDY</i>	
— WRITTEN BY —	
FRANCIS W. HILLS	
	
BOSTON NEW YORK	
SMITH, WHITE & CO.	
Publishers	

Collins Floret

<i>for</i>
<hr/> <hr/>
<i>From</i> BARSTOW & HAWKINS 320 South Montana Street, <i>Philadelphia</i>

Panel Border

Recut Caslon Italic

48 Point

4 A \$4.40 6 a \$3.10 \$7.50

BIRCH FOREST
Neat Design Selected

36 Point

4 A \$2.55 9 a \$2.45 \$5.00

RECUT CASLON TYPE
New Display of Modern Styles

30 Point

4 A \$2.00 12 a \$2.25 \$4.25

DESIRES KNOWN METHOD
Ideal Conditions Mean Better Results

24 Point

5 A \$1.50 15 a \$2.00 \$3.50

PRESENTED NUMEROUS IDEAS
Beautiful Designs Rewarded Good Printers

18 Point

8 A \$1.45 21 a \$1.80 \$3.25

COMPOSITORS LEARN
Marvelous Shop Conditions

10 Point

15 A \$1.05 43 a \$1.45 \$2.50

KINGDOMS DEMOLISH WORK
Too Many Printers Use Valuable Time
Solving Intricate Problems For Prizes

14 Point

11 A \$1.30 30 a \$1.70 \$3.00

CHEAPER MOTIVE POWER
Destroyers Sailed Northward Today
Careful Printers Follow Instructions

8 Point

16 A \$0.90 50 a \$1.35 \$2.25

CONTINUED OBSERVING MONSTERS
Editors Desire Eloquent Writings Always, While
Compositors Demand Plain Manuscript Profuse
With Descriptive Material Useful For Educated
Craftsmen Desiring Standard Knowledge Daily

12 Point

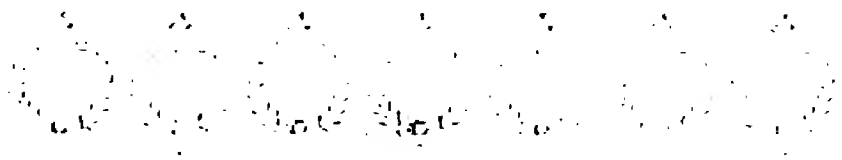
13 A \$1.20 36 a \$1.55 \$2.75

COMPOSITORS AND JOB PRINTERS
Marvelous Reproductions in Royal Academy
Before Production Rewarding \$1234567890

6 Point

18 A \$0.85 53 a \$1.15 \$2.00

NUMEROUS THOROUGH DESIGNS STYLISH
Printers Requiring Novelties Touching Upon Ordinary
Or Unusual Details Relating to Typographical Display
Surely Observe With Great Satisfaction Newest Designs
Collegiate Championship Marathon Results \$1234567890

Recut Caslon Italic in Practical Display

COLOR IN ADVERTISING

THE attractive power of many good advertisements is oftentimes greatly increased by the use of proper color. From the standpoint of the reader, the right use of that color is of primary importance. As it will probably command his attention, it is important that color should attract, not repel. Strong color used without discretion calls attention to itself, not to the advertisement. Color that is carefully harmonized and used very discriminatingly with regard to the amount and its distribution will help to retain attention and concentrate it upon the important matter in the advertisement. One is an index finger pointing out and making clearer the way to the pith of the advertisement and the other an obstruction beyond which numerous readers never pass.

THE FISHING SONG

*Down in the wide, gray river
The current is sweeping strong;
Over the wide, gray river
Floats the fisherman's song.*

*The oar-stroke times the singing,
The song falls with the oar;
And an echo in both is ringing,
I thought to hear no more.*

*Out of a deeper current
The song brings back to me
A cry from mortal silence
Of mortal agony.*

*Life that was spent and vanished,
Love that had died of wrong,
Hearts that are dead in living,
Come back in the fisherman's song.*

*With the rude strain swelling, sinking,
In the cadence of days gone by,
As the oar, from the water drinking,
Ripples the mirrored sky.*

*Yet the soul hath life diviner;
Its past returns no more,
But in echoes, that answer the minor
Of the boat-song, from the shore.*

*And the ways of God are darkness;
His judgment waiteth long;
He breaks the heart of a woman
With a fisherman's careless song.*

Empire Border

Madison Avenue and Bard Street

[illegible]

WE wish to call your attention to the special display which we are now making of new fall and winter fancy dress materials. This display comprises the choicest patterns of the leading European manufacturers and was personally selected by our own expert representative. An early inspection will assure you of the opportunities to be derived from this display

המחיר הממוצע של המניות בבורסה נאמד ב-2017 ב-1,100 שקלים, וב-2018 ב-1,200 שקלים. המחיר הממוצע של המניות בבורסה נאמד ב-2019 ב-1,300 שקלים, וב-2020 ב-1,400 שקלים.

Franklyn Edwardson & Company

Panel Border

New Caslon

84 Point

3 A \$9 30 4 a \$5 20 \$14 50

BINDERS
Stone Bank

72 Point

3 A \$7 50 4 a \$4 25 \$11 75

RINGMEN
Broad Marks

60 Point

3 A \$6 35 4 a \$3 65 \$10 00

MORPHEUS
Brother Daniel

48 Point

3 A \$4 00 6 a \$3 50 \$7 50

LIGHT MONTH
Champion Student

New Caslon

42 Point

4 A \$3 50 6 a \$2 75 \$6 25

TENOR SINGERS
Procure Caslon Type

36 Point

4 A \$2 65 7 a \$2 35 \$5 00

HONESTY REMAINS
Lumber Industry Thrifty

30 Point

5 A \$2 25 9 a \$2 00 \$4 25

TIRED PIGEONS TUMBLE
Logical Players Served Knights

24 Point

5 A \$1 65 12 a \$1 85 \$3 50

IMPORTED TYPES CONTINUE
Typographical Novelty Everywhere

18 Point

8 A \$1 55 17 a \$1 70 \$3 25

RICHEST DESIGNER
Docked Burning Steamer
Neat Workmen Organize

10 Point

17 A \$1 25 34 a \$1 25 \$2 50

TRUE FRIENDSHIP BROKEN
Shakespeare Still Lives in History
Designing Typographical Novelties
Printers Benefit for Hospital Fund

8 Point

21 A \$1 10 42 a \$1 15 \$2 25

MANY UNWISE EARLDOMS REMAIN
Beautiful Reliable Printing Becomes National
Successful Under Average Model Conditions
Many Sections Where Ideal Service Abounds

6 Point

23 A \$0 95 47 a \$1 05 \$2 00

NEW CASLON MEANS REAL STANDARD TYPE
Practical Knowledge of the Printing Art Comes Readily
The Reliable Type Faces Are Produced by this Foundry
Beautiful Natural Scenery Abounds in Italy \$1234567890

14 Point

12 A \$1 45 24 a \$1 55 \$3 00

BEAUTIFUL NEW CASLON
Handsome Leaflets and Folders
Reward Practical Printers Now

12 Point

15 A \$1 30 30 a \$1 45 \$2 75

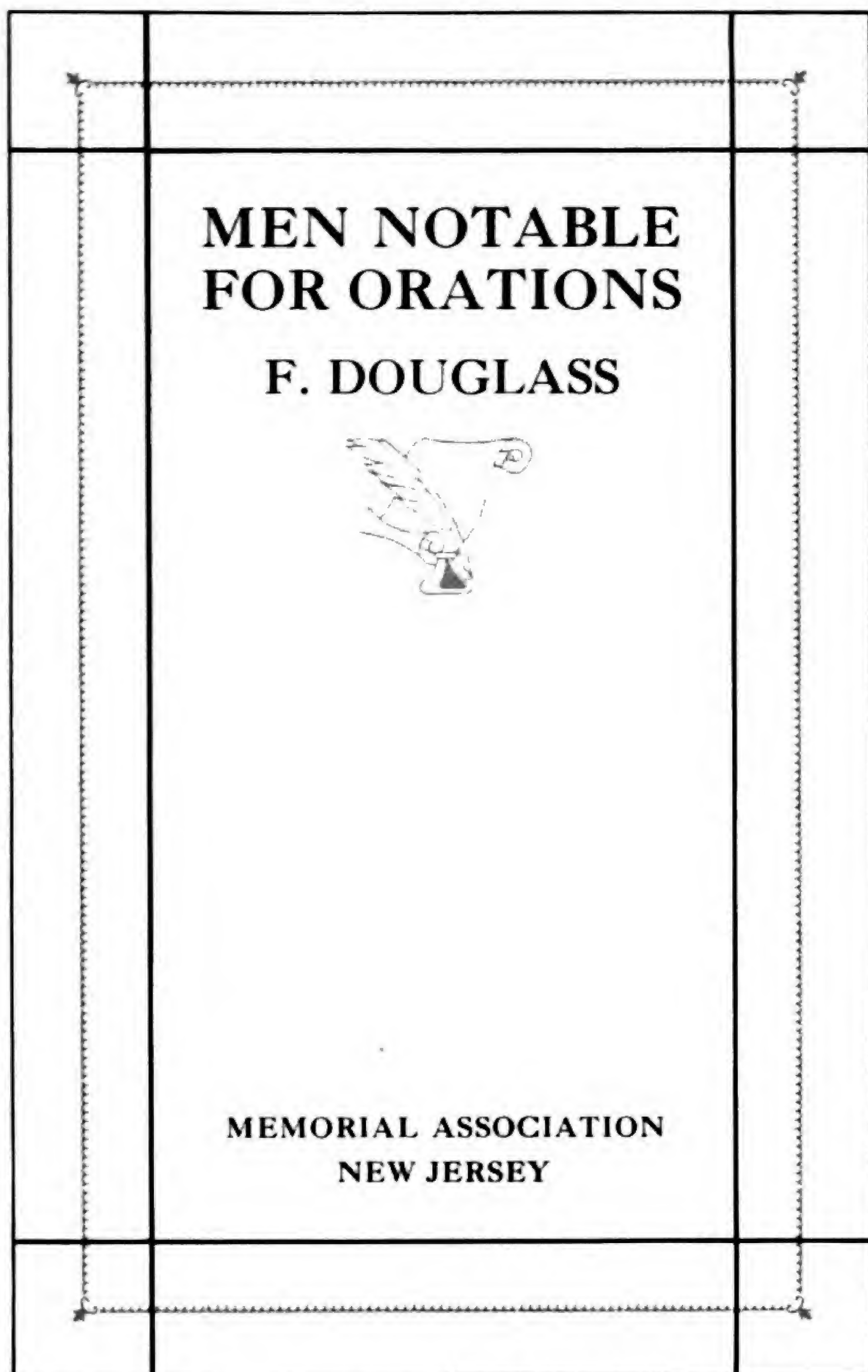
DESIRE WONDERFUL STORIES
The Publisher Requires Modern Type
Diogenes Looked For An Honest Man
Always Entertain Notions \$1234567890

5 Point

21 A \$0 95 42 a \$1 05 \$2 00

LOGICAL ADVICE TAKEN RIGHT AIDS WONDERFULLY
The Government Inspectors Remaining Silent Prepare Sensations
Treasury Departments Which Control Large Amounts Introduced
International Questions Require Powerful Thinkers Every Time

New Caslon in Practical Display



Versatile Ornament No. 88 Panel Border

LONG ISLAND RESORTS

Where to go? Where is the best place to go this summer? Is there a well-conducted city home in America where this welcome yet puzzling question has not awakened interest and brightened the eyes of all within range?

Now if the fourth and fifth words are accented there is only one answer—LONG ISLAND. There is no place where you can have so much comfort or such good sport as on Long Island. "Everyone knows Long Island," you say? Yes. You know there is a Long Island. You know of thousands living there. Hundreds of thousands summer there. But you don't realize its varied charms have brought to its hospitality many more pleasure-seekers than go to any of the other sections or resorts. Isn't it worth your while to investigate and prove the worth of such evidence yourself—by personal experience? Think and read on.

This is for those who do not know exactly what Long Island is today. Long Island is the largest island on the eastern coast of the United States—123 miles long and from 15 to 25 miles wide, with a coast line of over 400 miles. Long Island's physical contour and geographical location are such that it receives the maximum of the ocean's cooling breezes. These remarkably steady winds in the summer come from the south, direct from the ocean—pure, life-giving and rich in ozone



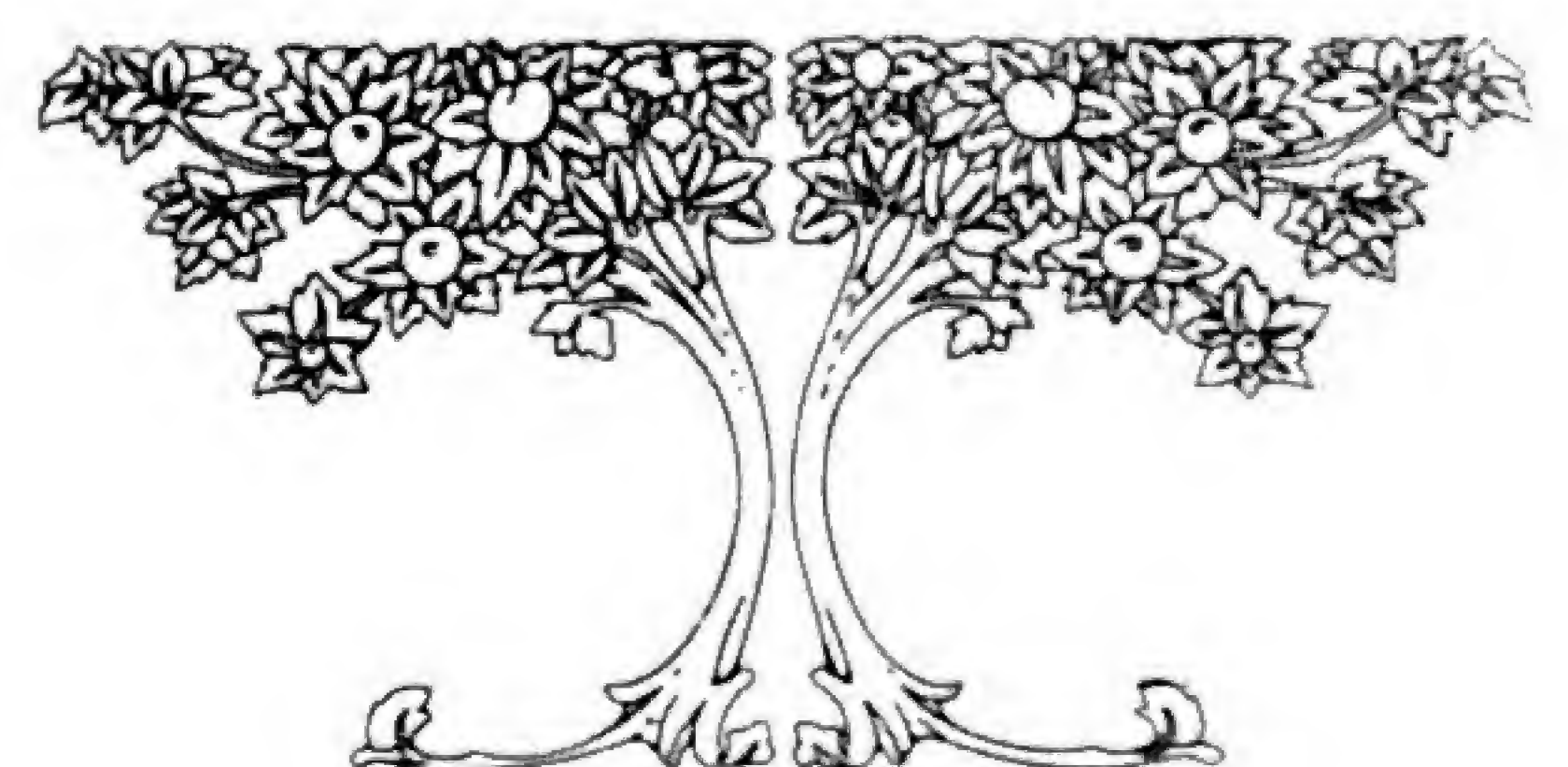
FREDERICK DOUGLASS AT BUREN DECORATION DAY

FRIENDS and Fellow Citizens. Tarry here for a moment. My words shall be few and simple. The solemn rites of this hour and place call for no lengthened speech. There is, in the air of this resting-ground of the unknown dead, a silent, subtle and all-pervading influence, more touching, impressive, and thrilling than living lips do ever utter. Into the measureless depths of every loyal soul it is now whispering lessons of all that is precious, priceless, holiest, and most enduring in human existence.

Dark and sad would be the hour to this nation when it failed to pay grateful homage to its greatest benefactors. The offering we bring today is due alike to the patriot soldier dead and their noble comrades who still live; for, whether living or dead, whether in time or eternity, the loyal soldiers who imperiled all for country and freedom become one and inseparable. Those unknown heroes whose

Strathmore Ornament

RESIDENCE RESORT PLEASURE-SEEKERS TOOK LONG ISLAND



WHERE COOL
BREEZES
BLOW

Long Island Residence Hotels

HOUSES EVERYWHERE

Strathmore Ornaments Nos. 217-218

THE OFFICE BOY

O, joy supreme! Say, talk about your happy kids, well, maybe I ain't the real little cherub of sunshine. Le' me tell you the cause of all this happiness. You know how nice the weather has been lately, well, it does make a fellow feel pretty peevisish when he has to stick in an office while all the other kids are out playin' ball or swimmin'. Well, day before yesterday I sure did have 'em. I felt just about as gloomy as Dr. Koch when he got that Kopenhagen report. Well, just as I was ready to do something rash, I hear three buzzes. Now, of course, three buzzes that's my signal to hot foot it into the boss' office, so I bolts in expectin' to find the next atmosphere rather chilly and I also had a hunch that I was due for a very good bawling out. But instead of t
stare, there sat his nibs waitin
with a big broad smile. Now
the boss isn't a chronic grouch

28

The Works of
FREDERIC WILLIAMS

Volume II

**Beatrice
Fowlers**

PART 1

SPECIAL HAND
MADE EDITION

The Complete Works of
**James Henry
Humperdinck**

Second Edition



VOLUME XXVIII

**EARLY COMPOSERS
AND THEIR WORKS**

JAPANESE IMPERIAL
VELLUM EDITION

THE KIND OF MEN TO HIRE

RECIPE for picking out the best business executives furnished by a writer for a large phrenological journal, whose definition about an executive is "an indoor business man." In the hope that his rules may prove valuable to the business world generally, a few extracts are quoted: "An employer who wishes to select an indoor business man needs a person who has the vital temperament, one who also has the following faculties always present: Casualty, comparison, order, human nature, calculation, secretiveness, conscientiousness and veneration."

"The head of an indoor business man will consequently be broad in the upper part of the forehead, and

13

New Caslon Italic

48 Point

3 A \$3 90 6 a \$3 60 \$7 50

MINERS NOTES
Students Instruction

42 Point

4 A \$3 30 7 a \$2 95 \$6 25

NEW BENCH REST
Caslon Italic New Faces

36 Point

4 A \$2 40 9 a \$2 60 \$5 00

EIGHT MUSKETS FIRE
Decreased Hunters Rewards

30 Point

4 A \$1 80 11 a \$2 45 \$4 25

MODEL TYPES
Pleased Consumer

12 Point

13 A \$1 15 38 a \$1 60 \$2 75

CONTAIN BEST FEATURES
This New Caslon Series rewarding
Our careful printers \$1234567890

24 Point

5 A \$1 50 14 a \$2 00 \$3 50

FINE MOUNTING
Desiring Caslon Italic

10 Point

15 A \$1 05 44 a \$1 45 \$2 50

EXPOSITION IN PROSPECTIVE
Typographical history dates to early age
Many years ago being used extensively

18 Point

8 A \$1 35 22 a \$1 90 \$3 25

INSPECT TYPE OFTEN
Printers Gain By Experience

8 Point

17 A \$0 90 51 a \$1 35 \$2 25

INTEREST CENTERING ABOUT CASLONS
No office will have its requirements entirely suited
Unless Caslon faces are introduced extensively as
They contain ideal features modern type requires

14 Point

11 A \$1 25 30 a \$1 75 \$3 00

YOUNG FOREMEN RETIRED
Praise New Caslon Italic Type Face
Demand Superior Wearing Quality

6 Point

20 A \$0 80 60 a \$1 20 \$2 00

INCLUDING ORIGINAL CHARACTER FEATURING
Heavy snowstorms are reported in many sections of the west
Many aeroplanes were destroyed while maneuvering Friday
Beautiful New Caslon Italic repays handsomely \$1234567890

5 Point

17 A \$0 80 52 a \$1 20 \$2 00

HANDSOME DESIGNS WROUGHT FROM NEWCASLON ITALIC
More noble deeds of valor and strength of the American people are noted
Silent riders passed down the mountain side shortly after eleven o'clock
American Type Founders Company still leads all the world in production

New Caslon Italic in Practical Display

HORTINE

*At the
Sign of the
Golden
Eagle*

HIGH-GRADE GOODS
FOR PARTICULAR
PEOPLE

THE

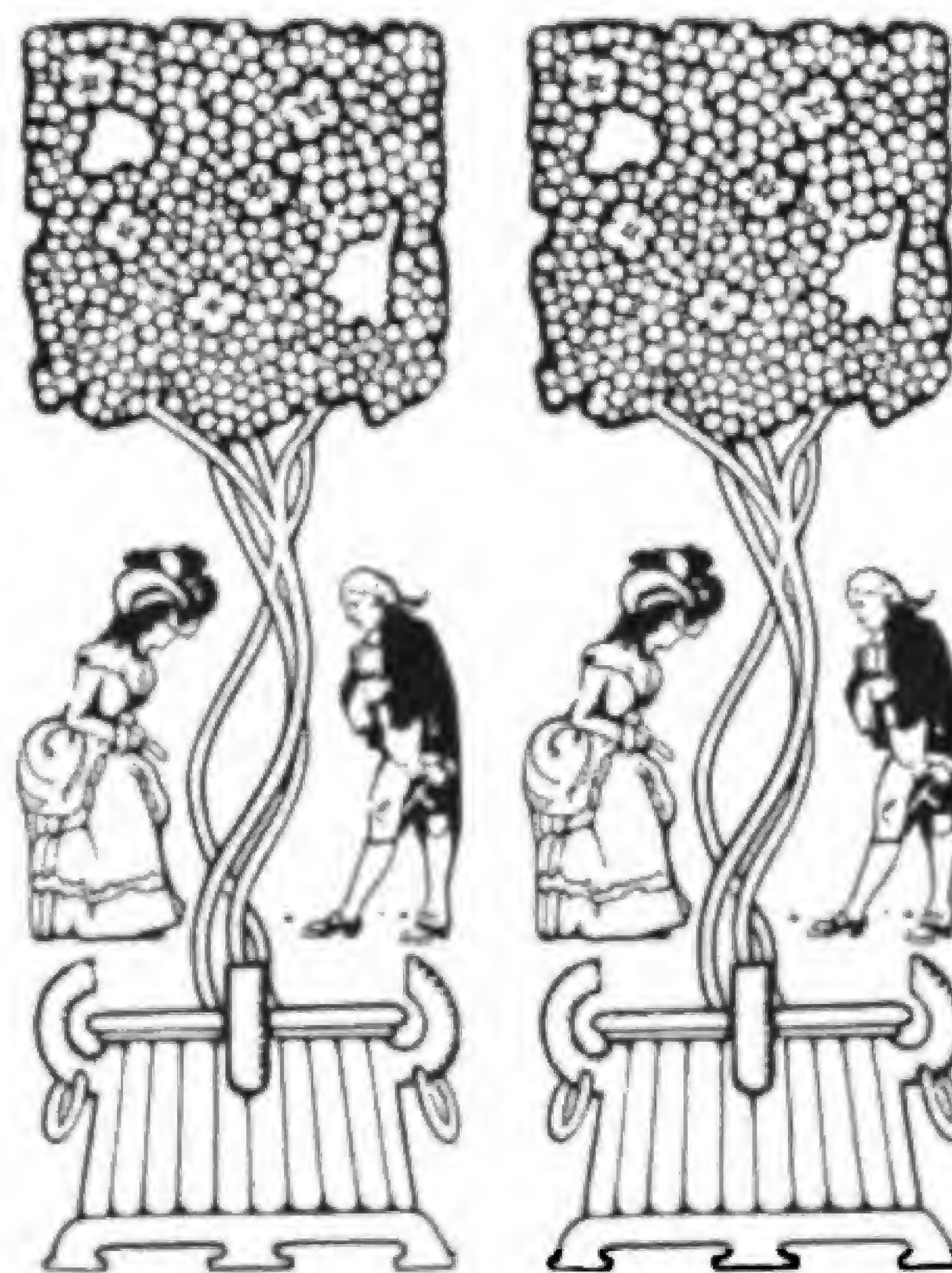
Stylish Clothier

JOHN H. HORTINE
Proprietor

No. 580 Northard Street, KANSAS CITY

Entire Winter Stock at a Big Reduction

Anticipating the need of room to display the large and varied stock of spring and summer goods which will shortly arrive, I have decided to make the reductions on my present stock so attractive that it will be impossible to resist them. This assortment includes a splendid variety of styles and patterns that will appeal to every person of good taste. They're away from the ordinary, and most of them cannot be duplicated at almost double the price. Some of the cleverest fabrics that the mills turn out are shown among this price-revision sale. Many of the finest staple weaves are presented for your approval—kerseys, oxfords, meltons, mixtures, in the overcoats; standard blues and blacks, the smoother qualities of the rough weaves and smartest mixtures among the suits; in fact they are the overcoats and suits that have set a standard this season among the highest type of clothes for men. In the boys' department a similar reduction is now taking place, and the prices quoted there defy competition. Double-breasted styles, in sizes eight to eighteen years, are here in profusion. Pleated Norfolk suits, in various styles and sizes, many with two pairs of knickerbockers—and some of the cleverest all-wool fabrics turned out this season are here



OUR STOCK OF SPRING GARMENTS

*"Guaranteed Satisfaction" is the Motto
that has given the HORTINE store
its Popularity and Prominence*

Telephone Number 2315 Americus

*FOR THE COMING SEASON WILL INCLUDE
MANY INNOVATIONS FOR THE STYLISH
DRESSERS TO MAKE THEIR SELECTIONS
FROM. ALL THE LATEST IDEAS FROM THE
GREAT FASHION CENTERS OF THE WORLD
ARE BEING COLLECTED FOR THIS EVENT*

Condensed Caslon

96 Point

3 A \$8 40 4 a \$5 10 \$13 50

KING Silver

84 Point

3 A \$7 20 4 a \$4 40 \$11 60

Coldest MINE

72 Point

3 A \$5 75 4 a \$3 50 \$9 25

HERDER Notes

60 Point

3 A \$5 00 4 a \$3 10 \$8 10

HUNTS MINERS
Secret Names Lost

48 Point

3 A \$3 20 6 a \$3 05 \$6 25

PRINTERS REFUSED
Display Caslon Quality

Condensed Caslon

42 Point 4 A \$2 60 8 a \$2 65 \$5 25

TRUSTED MEN SIGNED
Demand Condensed Caslon

36 Point 4 A \$2 10 8 a \$2 15 \$4 25

MODERN TERMS GRANTED
Honest Typographical Printing

30 Point 6 A \$2 00 11 a \$2 00 \$4 00

SECURED AMBITIOUS WORKERS
Gentleman Withdrew Promises Given

24 Point 7 A \$1 65 15 a \$1 85 \$3 50

UNIFORMED ENSIGN ORDERS RETURN
Musicians Discourage Beautiful Cornet Player

18 Point 12 A \$1 60 22 a \$1 65 \$3 25 10 Point 21 A \$1 20 42 a \$1 30 \$2 50

SPECIAL NOVEMBER SALE
Condensed Caslon For Display

PROSPEROUS KINGDOMS EXISTED
Modern Compositors Fervently Praised
Newspapers Demand Caslon Condensed

14 Point 15 A \$1 40 30 a \$1 60 \$3 00 8 Point 24 A \$1 10 46 a \$1 15 \$2 25

PRINTS MODERN ADVERTISING
Condensed Caslon Often Used Should
Satisfy the Most Fastidious of Printers

ENTERTAINED THOUGHTFUL GENTLEMEN
Type Printing Conditions Have Improved Since the
American Type Founders Company Saw That the
Printer is Supplied with Every Known Convenience
That is Made to Produce Modern Artistic Printing

12 Point 19 A \$1 35 38 a \$1 40 \$2 75 6 Point 26 A \$0 95 52 a \$1 05 \$2 00

REAL DELIGHTFUL MYSTERY SOLVED
Absolutely Honest and Careful Printer Required
American Type Founders Face \$1234567890

WANDERING COMPOSITOR INTERESTS FOREMAN
To Realize a Profit from the Composing Room It Requires
Active, Aggressive Planning Manifested in Many Ways. In
the First Place a Composing Room Should be Arranged so
That no Steps May Be Wasted By Workmen \$1234567890

PROGRESSIVE ADVERTISING

FRANCIS CLARK
Editor and Publisher

113 NASSAU PLACE
INDEPENDENCE BUILDING
CHICORA, MISSISSIPPI

**PUBLISHED
MONTHLY**



**SUBSCRIPTION
\$5.00 PER YEAR**

It accurately expresses
advertising conditions
and possibilities in the
richest field for profit-
able advertising in all
of the Southern States

WILL speak for the best in advertising—independently—and will accurately express the advertising conditions of which Chicora is the geographical and trade center. Trade conditions in the smaller towns and cities and rural districts will be thoroughly considered, localities in which every advertising dollar will earn biggest dividends—if properly directed and backed by right selling organization and earnest work.

I have just finished a 9,000-mile trip. Speaking, observing, writing and counselling. I want advertisers to know about the splendid possibilities I have observed. The \$5.00 annual subscription will reveal much goodness and opportunity. It will keep you close to places where it will pay for your advertising to go. It will enable you to get more than a dollar's worth of advertising for a dollar. It will afford you an advantage over your competitor. It will bring to your business the latest and best ideas of an expert of the highest calibre. You cannot very well afford to be without it. Remit today and begin with the first issue. Address:

**PROGRESSIVE
ADVERTISING**

CHICORA

MISSISSIPPI

Words of Others About FRANCIS CLARK

T. D. Cobb, Cola Coca Co., Pres. Associated Adv. Clubs of America. "Happy faculty of getting close to folks."

Charles R. Brodey, of McGinnis' Magazine. "His broad knowledge of advertising and years of experience mean success."

Fred. Leo Mahin, St. Paul. "As a thoughtful inspirational writer on any advertising topic, he stands at the head."

Stanley J. Flague, Chicago. "I know of no one who is able to do the work better than Mr. Clark."

Adolphus Copper, Toledo, Kan. "He has the faculty of getting right at the root of propositions and putting them in a forceful manner."

E. G. Petterson, Hollier's. "His writings have always been forceful."

Jonathan Wm. Choppie, National Magazine. "He has made it a profession."

William Sheldon, Minneapolis. "I believe him to be one of the greatest writers of the country."

Abraham Silberstrauch, Mgr. Jewish Daily News, New Orleans. "His work is full of live ideas that are mighty interesting."

Publisher Detroit Citizen. "He knows big business and how to tell it inspiringly to others."

Condensed Caslon in Practical Display

FIFTIETH ANNUAL SALE OF

"Bubrand" Scarfs

CONSISTING OF MANY NEAT AND NOBBY
DESIGNS FOR THE CRITICAL CUSTOMER

Fifteen hundred fine scarfs, variety of which is great, embracing eight plain colors, an almost endless combination in stripe and neat effects on dark and medium grounds. This stock is made of best domestic and imported silks in reps, satins, amures and surahs. An ideal assortment affording a very wide range of selection. When you examine these scarfs, take particular notice that they have the wide, open ends. They are a manufacturer's stock, and made to sell at prices from 50 cents to \$1.00

Economy in price has not been offset by economy in material. These scarfs are in every respect all that we aver. They are the best value in this city today at

25c

MONK & SIREN

CORNER SEVENTEENTH AND HENRY STREETS

Ned Hartmain Printery

ENGRAVER
PRINTER
BINDER

Telephone
Number
124-M



The few circulars sent forth from this modern printing office, merely made known its aim and purpose. It was too early then to speak with authority of its accomplishments and cite reasons why you should grant it favor or patronage. The sturdy ideal for which it stands has met success from the very outset and we have had three years as one busy season. In this time we have executed our work in such a manner that we feel proud, and contained in our books of samples are many interesting specimens of good printing. The object of this effort is to establish closer relationship with all our friends and patrons here

The Model Shop

LOCATED AT HELM STREET
AND BELMONTER AVENUE

Art Ornament I-120001

Printing

UNRIVALED FACILITIES ENABLE
US TO GUARANTEE OUR QUALITY
AND IT AMOUNTS TO NO SMALL
DEGREE, FOR THIS REMARKABLE
SUCCESS IN PLEASING EVERYONE

MENHER
PRINT SHOP

The kind you ought to use and when you ought to have it, that is when you really need it. We have contracted the habit of satisfying all our customers. Our work as a business getter is of the highest quality

Heavy Caslon

84 Point

3 A \$9 45 4 a \$5 30 \$14 75

**FINDERS
Hold Firm**

72 Point

3 A \$7 70 4 a \$4 40 \$12 10

**KITCHENS
Decide Race**

60 Point

3 A \$6 70 4 a \$3 80 \$10 50

**SMOULDER
Honors Given**

48 Point

3 A \$4 45 5 a \$3 05 \$7 50

**REIMBURSING
Binders Entertain**

Heavy Caslon

42 Point

3 A \$3 30 6 a \$2 95 \$6 25

MODERN CITIES
Remains Handsome

36 Point

4 A \$2 80 6 a \$2 20 \$5 00

PRESIDING KNIGHT
Decoration Harmonious

30 Point

5 A \$2 20 9 a \$2 05 \$4 25

MENTIONED CHILDREN
Remunerative Considerations

24 Point

6 A \$1 85 10 a \$1 65 \$3 50

DETERMINING INSTRUCTION
Conventional Shouters Disembarked

18 Point

8 A \$1 55 16 a \$1 70 \$3 25

PROMISED METHOD
Noticeable Despondency

10 Point

16 A \$1 20 32 a \$1 30 \$2 50

RICH MERCHANDISE HELD
Peculiarly Adapted for Magazine
Advertisements and Stylish Work

14 Point

12 A \$1 45 23 a \$1 55 \$3 00

REIMBURSED PRESIDENT
Fashionable Printers Entertain
Railroad Engine Climbs Mount

8 Point

19 A \$1 10 38 a \$1 15 \$2 25

DISTINGUISHED LOGICAL CONCEPT
Scientist Claims Most Original Distinction
Soft Pedal Professor, Here Comes Hamlet
A Type Combining Usefulness With Beauty

12 Point

14 A \$1 30 29 a \$1 45 \$2 75

EIGHT DENOUNCE PRESIDENT
Requirement Sometimes Nonsensical
Demands Satisfaction \$1234567890

6 Point

20 A \$0 95 40 a \$1 05 \$2 00

HOLIDAY MONTHS SHORTEST OF YEAR
A Time for Kind Thoughts and Noblest Impulses
Let Your Higher Nature Rule All Your Actions
Figures Uniform \$1234567890 Clear and Strong

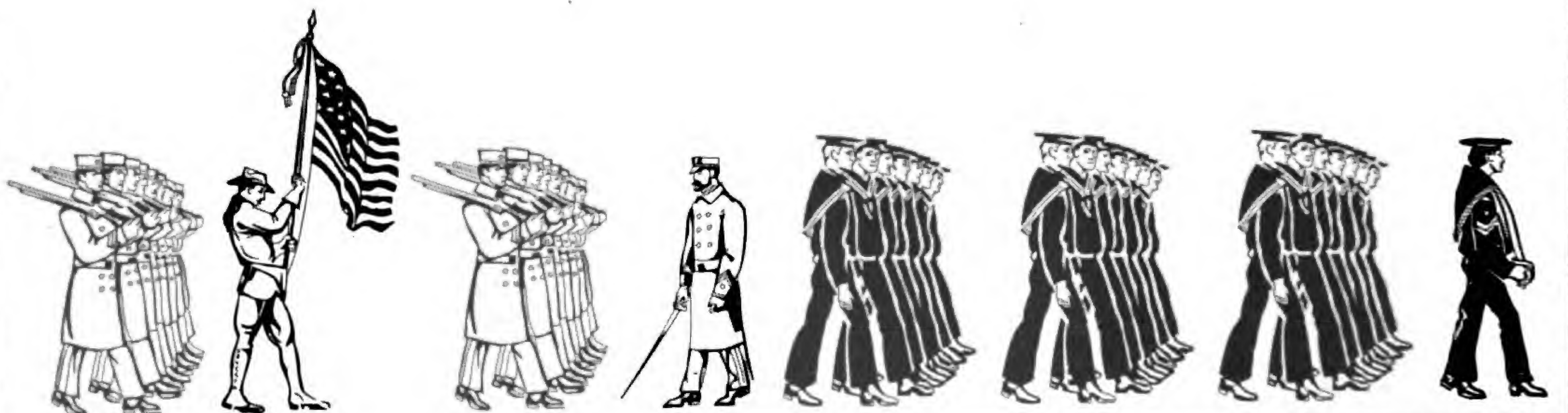
Marine Celebration

Exhibition
and General Marine
Review

Official Programme

Line of March
Explanation of Floats
Illustrated

New York City
February Twenty-Second
and Twenty-Third



Heavy Caslon Shown in Practical Display

Overcoats \$25 up
Suits \$19 to \$40



**Behmard
Store**

48 East Broadway

Thoroughmade Clothes are like a Thoroughbred Horse

Back of each there must be a strictly unblemished pedigree. Without which there is neither the thorough breeding of a horse nor the thorough making of clothes. Strip check-rein and trappings off an ill-bred horse and straightway he droops into dispirited cobship. Put an ill-made suit on a live man and send it through a rainstorm, and it wilts into forlorn swathing. When a man makes a purchase of clothing he should be sure that the garments are backed by a real pedigree—blue-blooded clothes

Versatile Ornament



American Type Founders Company

LEADER OF FASHIONABLE TYPE STYLES

The type, borders, ornaments and other printing materials made by this Company excel in design, and their durability is assured by practical use of the best ingredients for their respective requirements. The printing office equipped with its productions is worth more for either use or sale than one made up from the materials of incomplete type foundries

Twentieth Century Ornament

A Virile Story of Wild Life



By H. B. GREN

IN the Alaskan goldfields Gren has shared the wilderness life of hunters, ranchmen, hostile indians and mormons. His hero is saved from a lone death in the desert, rides, fights and loves with the people who have so gallantly taken him in. Their leader, the giant patriarch of the vast Purple Desert, is more typical of his time and place than any character in fiction. The earnest taming of the wild horse Silvermane, the quest for Mescal, the young girl of the sunset, through mirage and sand storm, are but two of the many thrilling events in its very finely written and illustrated chapters

Copyrighted and Published solely by
MARSDEN PRINTING COMPANY

Versatile Ornament

Comstock

36 Point

3 A \$3 05 4 a \$1 95 \$5 00

ERECTS MONUMENT
Newest Style Pleased

30 Point

4 A \$2 50 5 a \$1 75 \$4 25

MINING ENGINE INSURED
Unpretentious Compositor

24 Point

5 A \$1 90 7 a \$1 60 \$3 50

TURNED HORSES WESTWARD
Some Very Graceful Characters
Comstock Popular with Printers

18 Point

7 A \$1 70 10 a \$1 55 \$3 25

MARBLE STAND ORNAMENTS PARLOR
Strong Display Obtained Without Crudity
Pleasing Face Showing Beauty and Style

14 Point

9 A \$1 50 15 a \$1 50 \$3 00

BOLD MONARCH DREAMS
Mysterious Vehicle Coming
Renews the Royal Prestige

12 Point No. 2

15 A \$1 50

WHO KICKS THE DEVIL IS ONE
GREAT BOYS ONCE PRINTERS
TAKE ROYAL ROADS TO FAME
HOWEVER ALL ARE NOT WISE

12 Point No. 1

12 A \$1 40 20 a \$1 35 \$2 75

WHO KNOWS THE JOY OF WORK
A Favorite Among Check Printers
Mighty and Strong \$1234567890

12 Point No. 3

18 A \$1 50

PAUSE HERE AND GIVE YOUR OFFICE
TOWEL A FEW JERKS TO HELP YOU TO
REMEMBER THE NAME IS COMSTOCK
FRANKLIN EDUCATED HIMSELF HERE

COMSTOCK AND BLAIR IN COMBINATION

AN INVITATION IS
EXTENDED TO PRINTERS TO
STUDY THE

Comstock and Blair

COMBINATION, WHICH
IMPARTS, WITH LITTLE EFFORT, A
MAGNIFICENT

Lithographic Effect

FORMING A DESIRABLE
AND PLEASING COMBINATION
FOR THE CRAFT

KEPT IN STOCK AND FOR SALE AT
ALL SELLING HOUSES OF

**American
Type Founders
Company**

48 Point

4 A \$5 00

CHECKS REMIND

36 Point

5 A \$3 75

INSURE FINEST HOMES

30 Point

5 A \$3 00

HIGHEST MARKET STOCKS
SENT INTERESTING BINDER

24 Point

7 A \$2 50

ENTERPRISING MINSTREL SHOWS
PUBLIC DESIRED MODERN PRINTS

18 Point

10 A \$2 00

SENATORIAL ELECTION
PROMISING CUSTOMER

12 Point No. 3

17 A \$1 50

DEMAND SOMETHING ORIGINAL
PRESERVING INDEX DOCUMENT
SOME MODERN REQUIREMENTS

14 Point

13 A \$1 75

ENGRAVED WEDDING CARDS
GENUINE TRADE INCREASER

12 Point No. 2

21 A \$1 50

ENTERPRISING COMPOSITOR SAVES
EARNS AMERICAN HUNTING OUTFIT
PROMOTIONS LARGE \$1234567890

12 Point No. 4

15 A \$1 50

HURT DIGNIFIED BANK PRESIDENT
THOROUGH WORKERS REWARDED

12 Point No. 1

25 A \$1 50

OBTAINED ELEGANT ENGRAVED APPEARANCE
COMMERCIAL WORK RECEIVING PROPER TONE
FINE PRODUCTION PLEASED GOOD PRINTERS

COMSTOCK CONDENSED AND BLAIR CONDENSED IN COMBINATION

STATEMENT

AS REPORTED TO SUPERINTENDENT OF
BANKS OF THE STATE OF MAINE

**THE
HARTEM BANKING
COMPANY**

ORGANIZED 1845

DIRECTORS:

RICHARD MATTHEWSON
DANIEL KNOWLES
CHRISTOPHER BARWIND
GEORGE BEMEN
CLAUDE REYNOLDS

Versatile Ornament

MADISON & CENTIMER

WHOLESALE CHEMISTS

BROADWAY AND FORTY-EIGHTH STREET, SAN FRANCISCO

R

ESTABLISHED 1841

REORGANIZED 1894

KENSINGTON DIME BANK

4 PER CENT INTEREST ON SAVINGS DEPOSITS

CAPITAL \$85,000

SAFE DEPOSIT BOXES

FOREIGN DRAFTS

MARTIN SMITH, PRESIDENT

PETER DONNELLY, SECRETARY

MAURICE HENDRICKS, TREASURER

DANIEL BRESTUN & COMPANY

MANUFACTURERS' SALES AGENTS AND WHOLESALE AND RETAIL

BOOKSELLERS

ENTIRE LIBRARIES BOUGHT, SOLD AND EXCHANGED

NINTH AND GRAND STREETS

SALEM, MASS.

IF NOT DELIVERED AFTER FIVE DAYS PE

KENT ELECTRIC DYNAM

CORNER EXCELSIOR AND THURSTON S

DETROIT, MIC

DR. RICHARD KIRSCHBIE

VETERINARIAN

574 MAIN STREET

BROOKLYN, N. Y.

BLAIR

24 Point No. 2

5 A \$25

NICE DISCERNMENT
PRINTS FIT DESIGNS

24 Point No. 1

6 A \$25

REFINEMENT DELIGHTS
SUPERIOR EXPERIENCE

18 Point No. 2

8 A \$20

PRINTING MINDS CHARMED
INSPECTED SOME DESIGNS

18 Point No. 1

9 A \$20

SUBMERGE TREMBLING CHICK
MANY REMARKS CONDEMNED

12 Point No. 4

11 A \$1 50

USERS OF PRINTING
REQUIRE SOME FINE
WORK \$1234567890

6 Point No. 4

16 A \$1 00

FULL CASES EARN DIVIDENDS
MOST EXPENSIVE ITEM IS TIME
SEE THE DIGITS \$1234567890

12 Point No. 3

14 A \$1 50

INCREASE PRODUCTION
BY ABOLISHING UNWISE
IMPRACTICAL METHODS

6 Point No. 3

19 A \$1 00

THIS FACE WILL REMAIN MODERN
SUCH DIGNITY IS ALWAYS IN STYLE
USEFUL ON MENU AND CARD JOBS

12 Point No. 2

16 A \$1 50

PICKING SORTS IS A FUTILE
HABIT CAUSING PROFIT AND
EQUANIMITY TO TAKE WING

6 Point No. 2

23 A \$1 00

DOCTORS AND LAWYERS WANT DIGNIFIED
PRINTED MATTER BECAUSE THEY HAVE TO
SUSTAIN DECENT PROFESSIONAL DIGNITY

12 Point No. 1

18 A \$1 50

QUADS IN SPECIAL CASES SERVE
THEIR PURPOSE WELL BUT A FEW
KEPT IN TYPE CASES SAVE STEPS

6 Point No. 1

29 A \$1 00

WHERE IS THAT BADLY BANGED COPPER THIN SPACE
IN THE CASE WHERE YOU TOOK PAINS TO RETURN
SUCCESS IS ACQUIRED THROUGH PERSEVERANCE

6 Point No. 0

46 A \$1 00

A WRITER IN ONE OF THE TRADE PAPERS, BY CARRYING A SIX BY EIGHT
MINUTE HAS THE TO SAY CONCERNING THE QUALITY OF THE COMPOSING ROOM
LARGE PLANT, AND A COMPOSITOR HAS SAID IN THE STAND AS A TEST OF THE

CONDENSED BLAIR

24 Point No. 2

9 A \$2 50

USEFUL CONDENSED TYPE FACE
CHARACTER AND QUIET DIGNITY
DELIGHT THEIR ARTISTIC SENSE

24 Point No. 1

11 A \$2 50

REMARKABLE UNIFORMITY IN SPACING
FASTIDIOUS CUSTOMERS ADMIRE THIS
CERTAIN TO REMAIN LONG IN FASHION

18 Point No. 2

14 A \$2 00

DELIBERATE AND PLAN
IF YOU DESIRE TO BE A
PROFICIENT WORKMAN

12 Point No. 2

27 A \$1 50

PERHAPS YOU WORK TOO HARD WITH
HANDS AND FEET WHILE YOUR SKULL
MUSCLE IS TAKING IT EASY, WAKE UP

12 Point No. 1

33 A \$1 50

PUZZLING QUESTION CONFRONTS THE BOSS
HANDS ARE ALL WORKING AT UTMOST SPEED
YET WHY IS IT THAT RESULTS ARE MEAGRE

18 Point No. 1

16 A \$2 00

DEMAND MAY BE CREATED
BY EXAMPLE QUITE OFTEN
GET OUT NICE LITERATURE

6 Point No. 4

30 A \$1 00

IT IS NOT UNCOMMON TO SEE COMPOSITORS BUSILY
ENGAGED IN PULLING SORTS AND IN PUTTING THEM
BACK AGAIN OR IN TAKING LONG JAUNTS IN PURSUIT
OF MATERIAL WHICH SHOULD BE HANDY \$1234567890

6 Point No. 3

34 A \$1 00

BLAIR CONDENSED HAS ITS PURPOSE AND USEFULNESS AND
THAT SIMPLICITY SO NECESSARY TO DIGNIFIED PRINTING
FACES THAT COMPOSITORS ALSO ADMIRE ARE NOT LIKELY TO
REMAIN LONG IDLE IN THE CASE AND TYPE THAT WEARS OUT
IN USEFULNESS IS THE KIND TO BUY BECAUSE PROFITABLE

12 Point No. 4

19 A \$1 50

THE CHARACTERISTIC DIGNITY SO
MANIFEST IN THIS TYPE MAKES IT
ESPECIALLY LIKABLE \$1234567890

6 Point No. 2

40 A \$1 00

THE BUSINESS MEN OF THE UNITED STATES ARE BETTER EDUCATED ON
PRINTING AND TYPE THAN ARE THOSE OF ANY OTHER COUNTRY IN THE
WORLD. THE PRINTING PRESS IN THIS COUNTRY IS RAPIDLY EDUCATING
EVERYONE TO DEMAND BETTER PRINTING. PRESENT AND FUTURE CALL
FOR TYPOGRAPHY THAT IS SIMPLE, WELL PRINTED AND EASY TO READ

12 Point No. 3

22 A \$1 50

GREAT TYPOGRAPHICAL EXCELLENCE IS
OFTEN A MATTER OF SENSIBLE REGARD
FOR THE FINER ETHICAL REQUIREMENTS

6 Point No. 1

48 A \$1 00

MODERN PRINTING IS GETTING AWAY FROM ECCENTRICITY. TYPE SHOULD NOT BE SET
IN ECCENTRIC DESIGNS NOR SHOULD IT BE CROWDED WITH OVER-ORNAMENTATION. IT
MUST BE EASY TO READ AND YET IT MUST BE DISTINCTIVE. THE EASIEST WAY TO GET
THIS DISTINCTIVENESS IS WITH NEW TYPE FACES. AND THE PRINTER HAVING THE MOST
NEW FACES CAN CREATE THE MOST NEW BUSINESS. CUSTOMERS WELCOME NEW FACES

MORGENSTEIN & HENDRICKS
REAL ESTATE AND MANAGEMENT OF PROPERTIES
MADISON AND BERGINDALE ROADS, RICHMOND

THE VALUE OF REAL PROPERTY AS AN INVESTMENT DEPENDS UPON ITS
PROPER MANAGEMENT. IT OFTEN HAPPENS THAT A PROPERTY OWNER IS
SO SITUATED THAT HE HAS NEITHER TIME NOR OPPORTUNITY TO GIVE
HIS LAND AND BUILDINGS ANY PERSONAL SUPERVISION, BUT MUST OF
NECESSITY DELEGATE THIS TRUST TO ANOTHER. IN ORDER TO MEET THIS
NECESSITY AND TO PROVIDE A RESPONSIBLE AGENCY FOR RICHMOND
PROPERTY OWNERS, THIS COMPANY HAS ORGANIZED ITS REAL ESTATE
DEPARTMENT. THE PROPER MANAGEMENT OF INCOME BEARING REAL
ESTATE CONSISTS CHIEFLY IN THE CAREFUL OBSERVANCE OF ALL THE
IMPO
TRAS

MEMBER'S TICKET
GOOD FOR ENTIRE SEASON

RUBIKEN CLUB DANCES

HERMAN, INSTRUCTOR

EVERY WEDNESDAY EVENING

EXCEPTING LEGAL HOLIDAYS

NEW AUDITORIUM

MAIN AND BROAD STREETS

CLUB OF HE
ME

ND ANNIVERSARY
IMENT
PHAN HOME BENEFIT

BLUE POINTS
HALF SHELL

STRAINED GUMBO
HOT OR COLD

RUSSIAN CAVIARE ON TOAST

BROILED DUCKLING
APPLE SAUCE

ROAST SPRING LAMB
MINT DRESSING

LOBSTER SALAD
MAYONNAISE

FRUIT CAKE

CRACKERS CHEESE

DEMI TASSE

CIGARS CIGARETTES
IMPORTED

CLUBROOMS, SATURDAY, DECEMBER EIGHTH
EIGHT O'CLOCK

PROGRAMME

PART ONE

HEARKEN UNTO ME SOLO AND CHORUS
MISS SMITH AND CHOIR

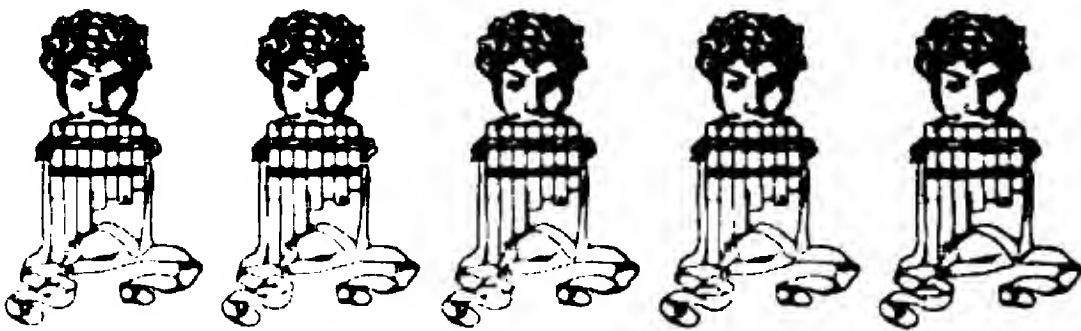
THEN SHALL THE REDEEMED QUARTET
THE ELECT FOUR

OH! COME, EMMANUEL SOLO AND CHORUS
MR. FRANKLIN RICH AND CHOIR

THE PEOPLE THAT WALKED IN DARKNESS DUET
MISSES GRACE RYAN AND EVELYN KAND

OH! LIGHT OF LIFE SOLO
MR. GEORGE MATHEWS

DIVINE REDEEMER QUARTET
THE ELECT FOUR



Strathmore Ornaments



Century Borders

New in Design
Pleasing Effects Easily
Produced

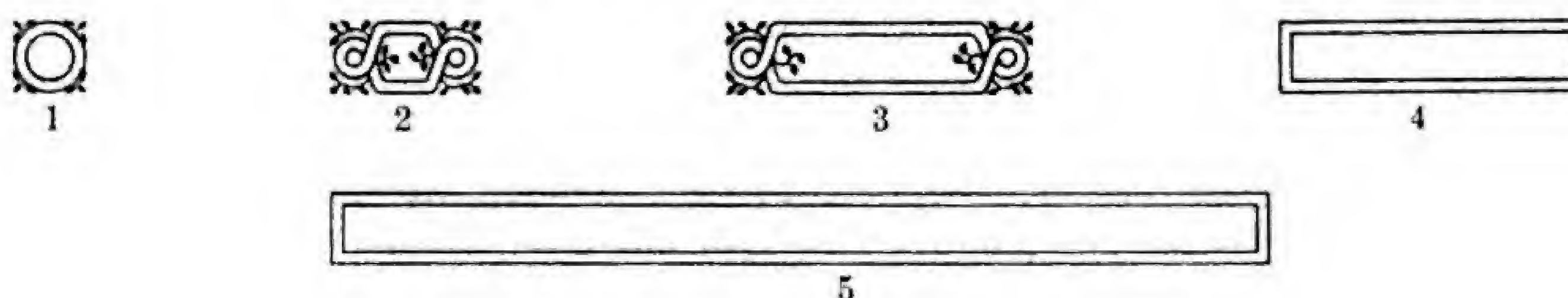


Originated and Made by
American Type Founders
Company

Century Borders

12 Point Century Border No. 3

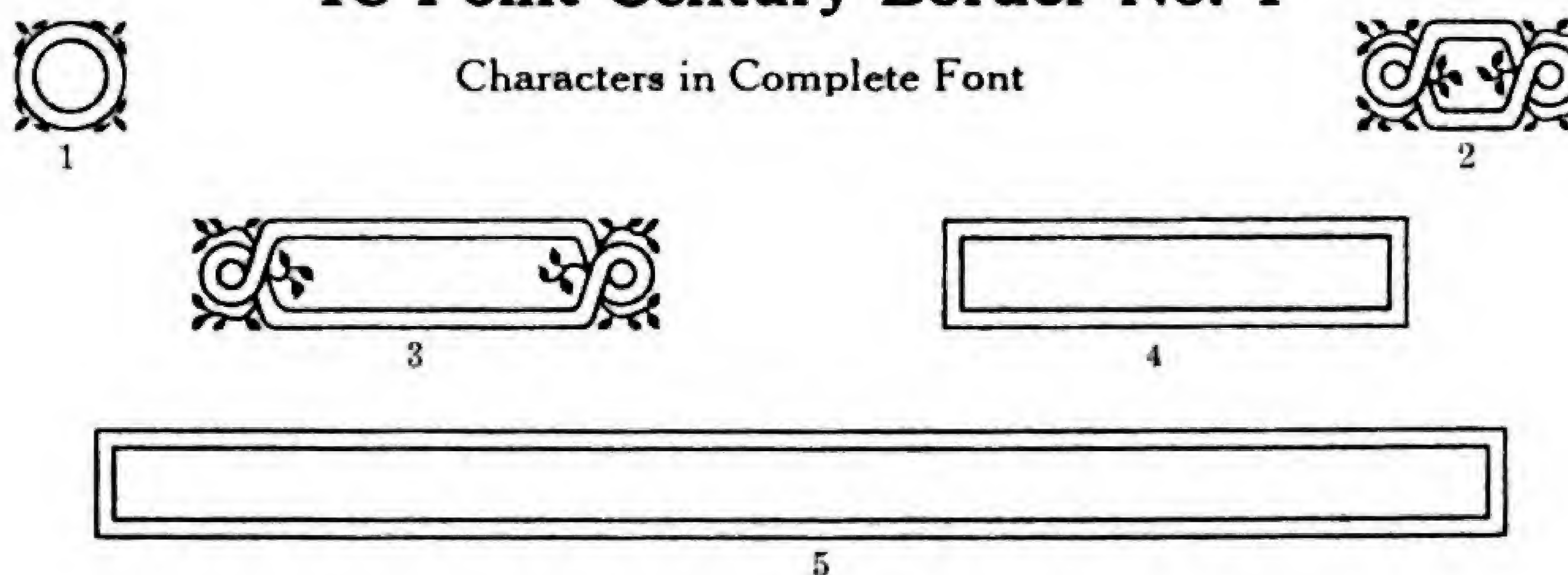
Characters in Complete Font



Price per font, 54 inches, \$1.50

18 Point Century Border No. 1

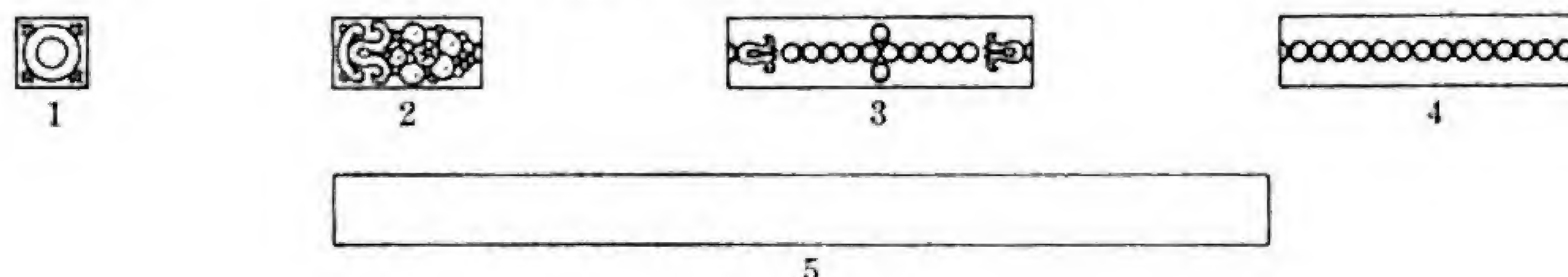
Characters in Complete Font



Price per font, 36 inches, \$1.30

12 Point Century Border No. 6

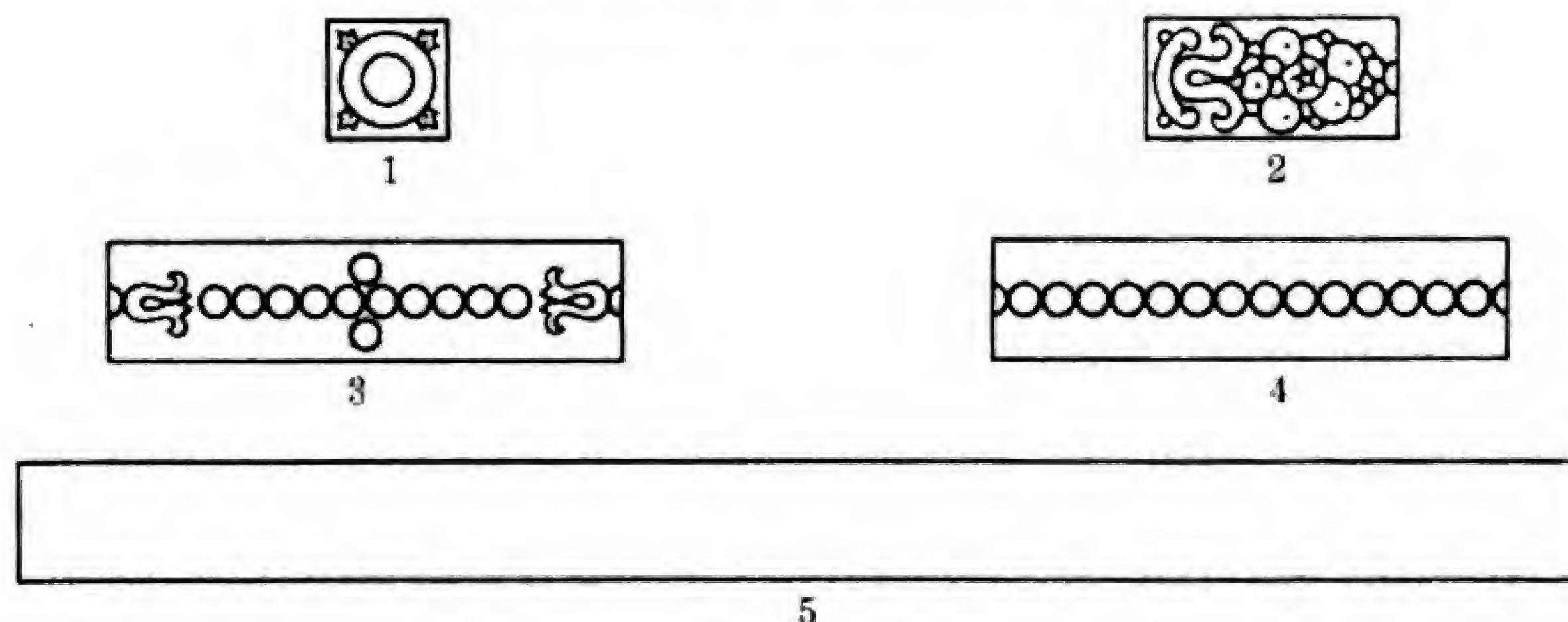
Characters in Complete Font



Price per font, 54 inches, \$1.50

18 Point Century Border No. 4

Characters in Complete Font

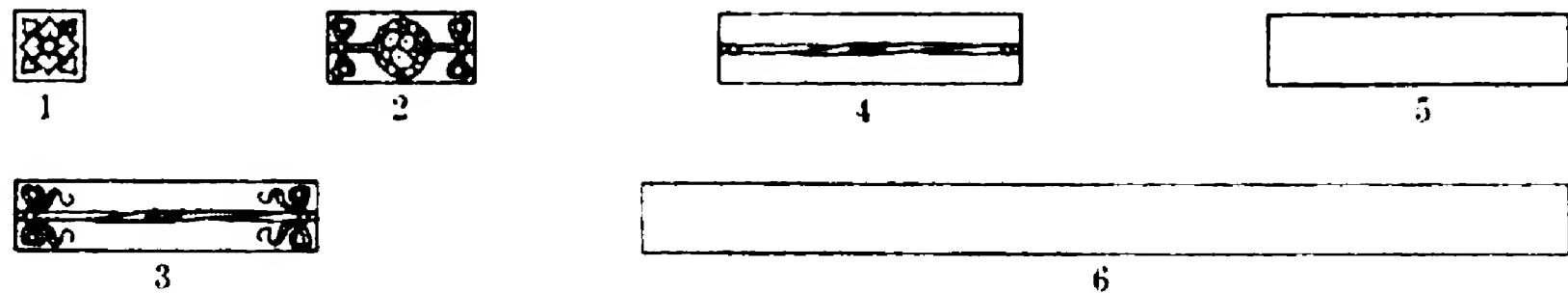


Price per font, 36 inches, \$1.30

Century Borders

12 Point Century Border No. 4

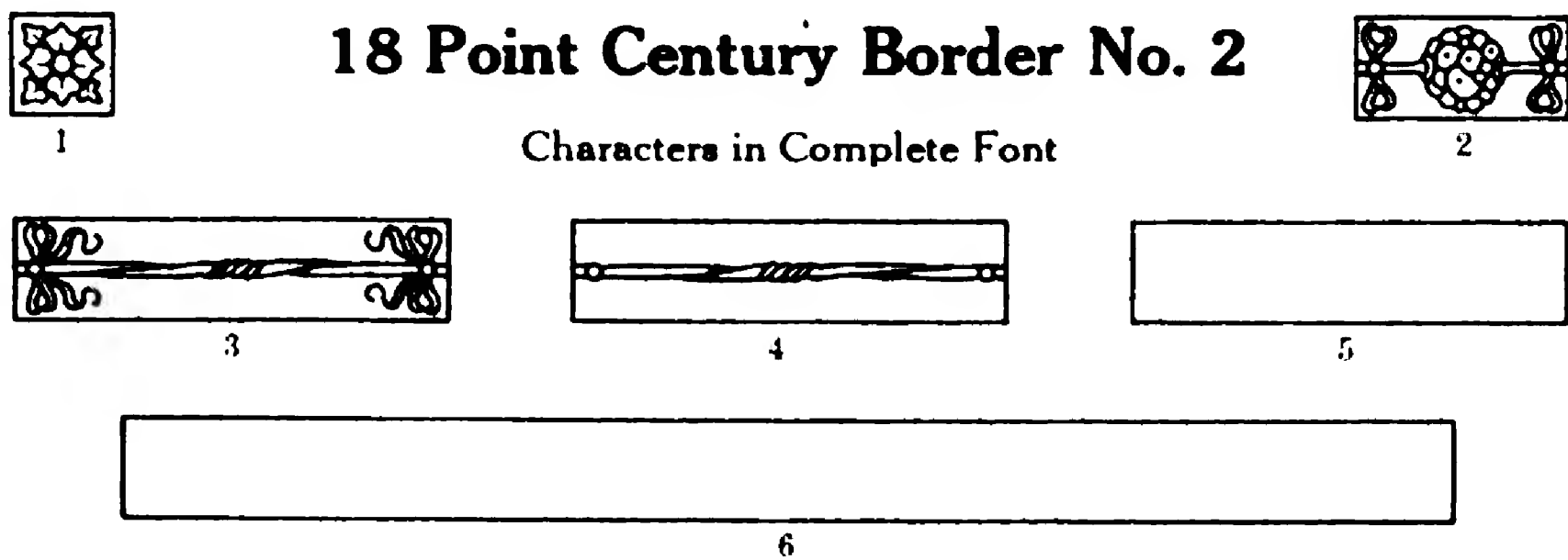
Characters in Complete Font



Price per font, 54 inches, \$1.50

18 Point Century Border No. 2

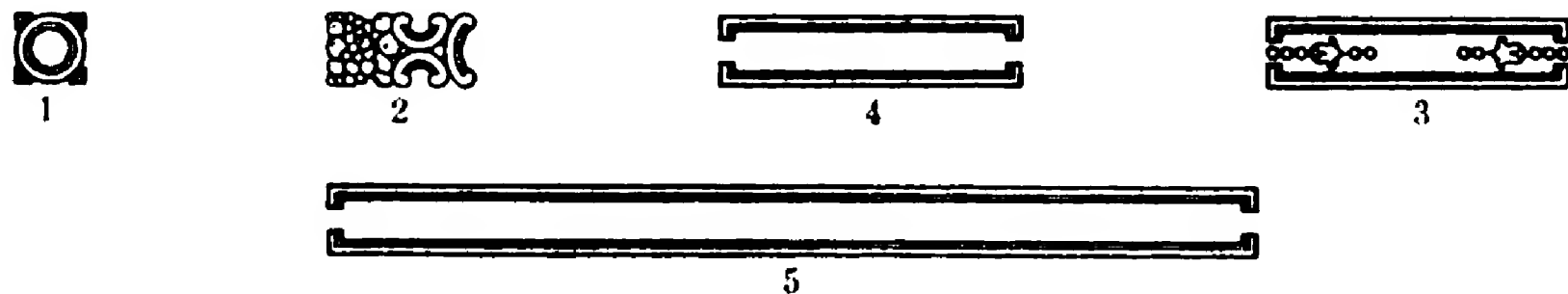
Characters in Complete Font



Price per font, 36 inches, \$1.30

12 Point Century Border No. 5

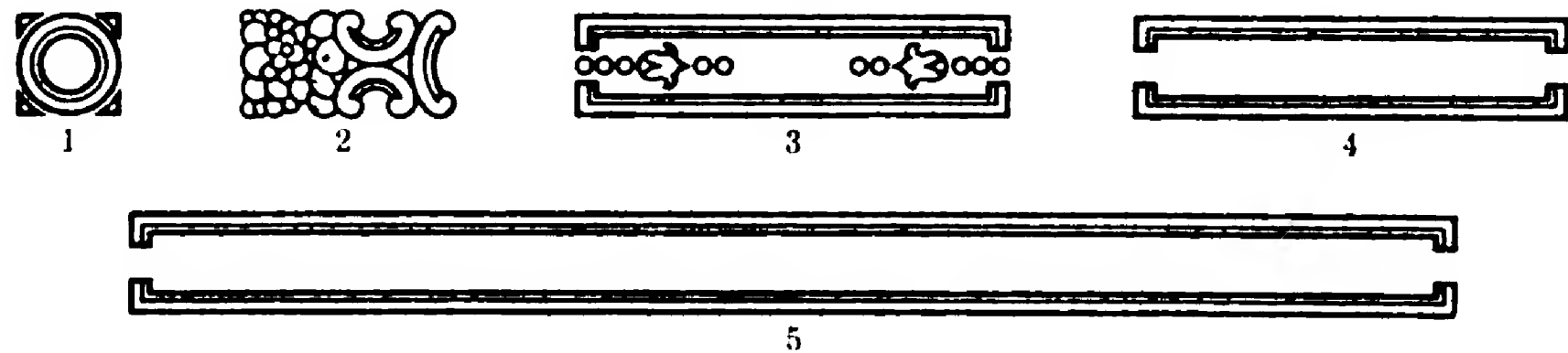
Characters in Complete Font



Price per font, 54 inches, \$1.50

18 Point Century Border No. 3

Characters in Complete Font

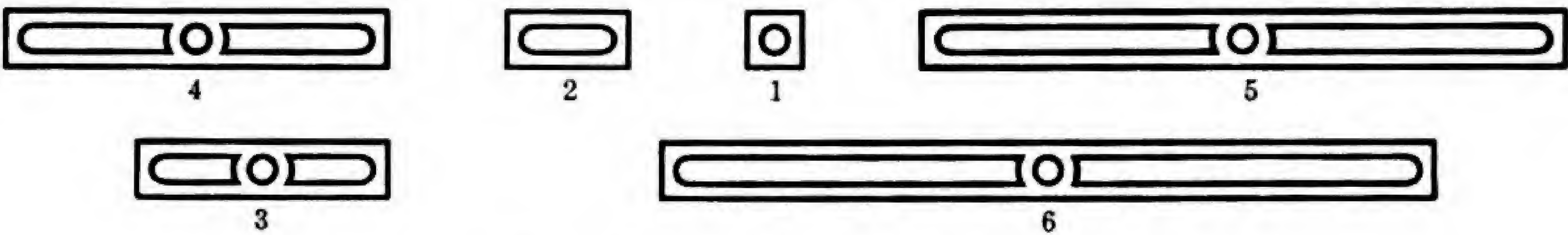


Price per font, 36 inches, \$1.30

Century Borders

12 Point Century Border No. 1

Characters in Complete Font



Price per font, 54 inches, \$1.50

12 Point Century Border No. 11

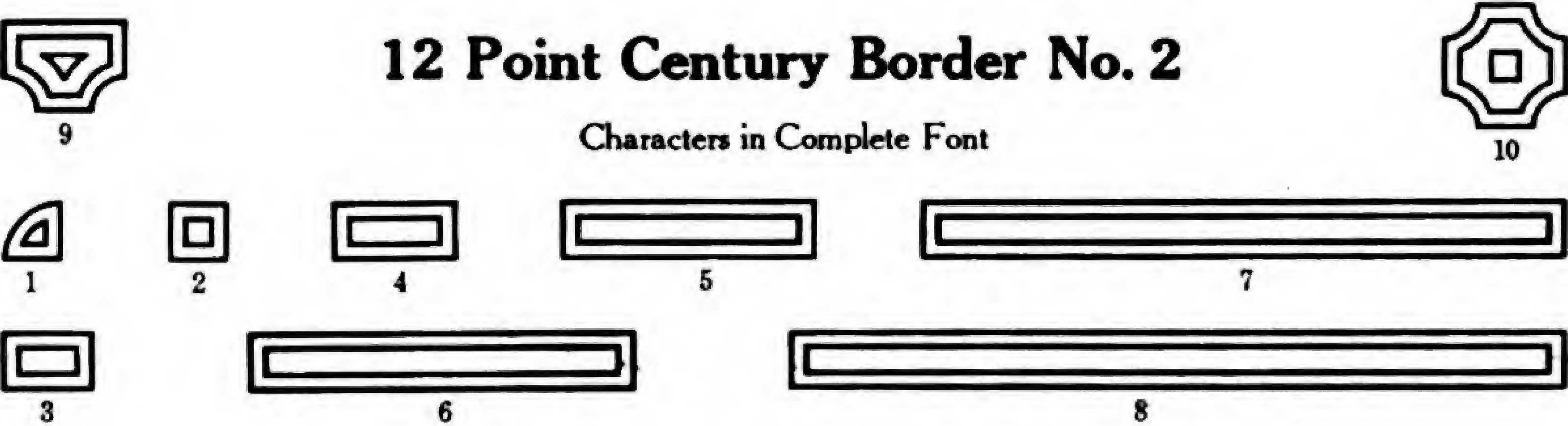
Designed for use as tint with Century Border No. 1



Price per font, 54 inches, \$1.50

12 Point Century Border No. 2

Characters in Complete Font

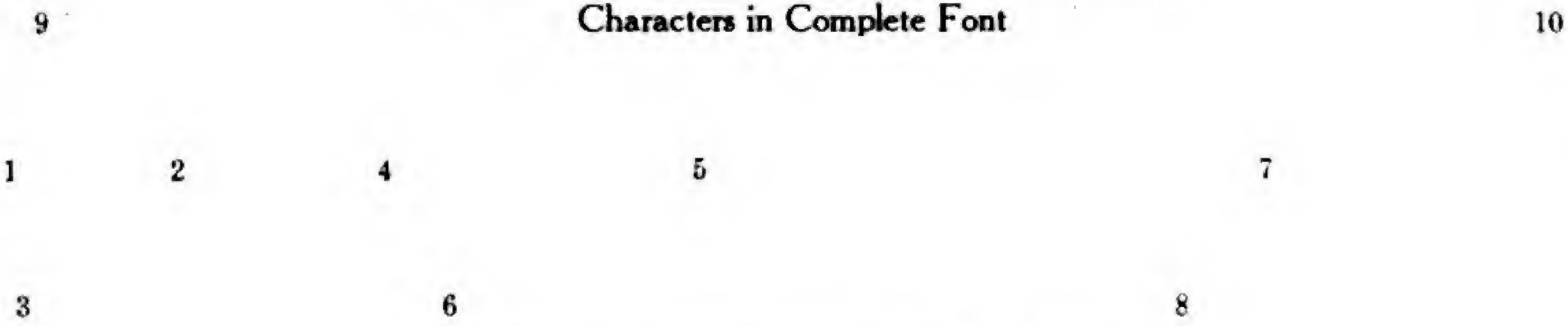


Price per font, 54 inches, \$1.50

12 Point Century Border No. 12

Designed for use as tint with Century Border No. 2

Characters in Complete Font



Price per font, 54 inches, \$1.50

THESE BORDERS ARE DESIGNED FOR ONE OR TWO COLORS

Baseball Series No. 2



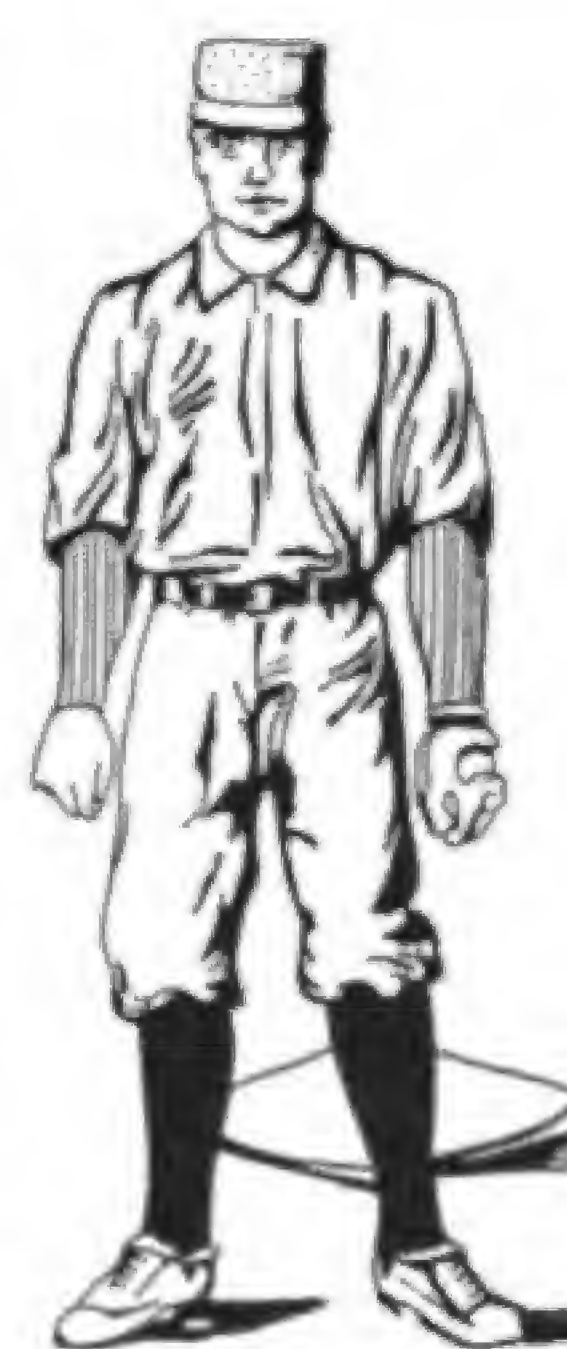
14 45c



17 35c



15 40c



21 35c



19 45c

**BASEBALL
SERIES No. 2**

Each set contains
one each of char-
acters 11 to 21
inclusive, and
three of character
22. ¶All are cast
in type molds on
point body and
point set, perfect
justification being
quickly obtained

**Price per set
\$3.25**

Individual characters
at prices quoted



18 45c



12 35c



16 35c



11 50c



13 35c

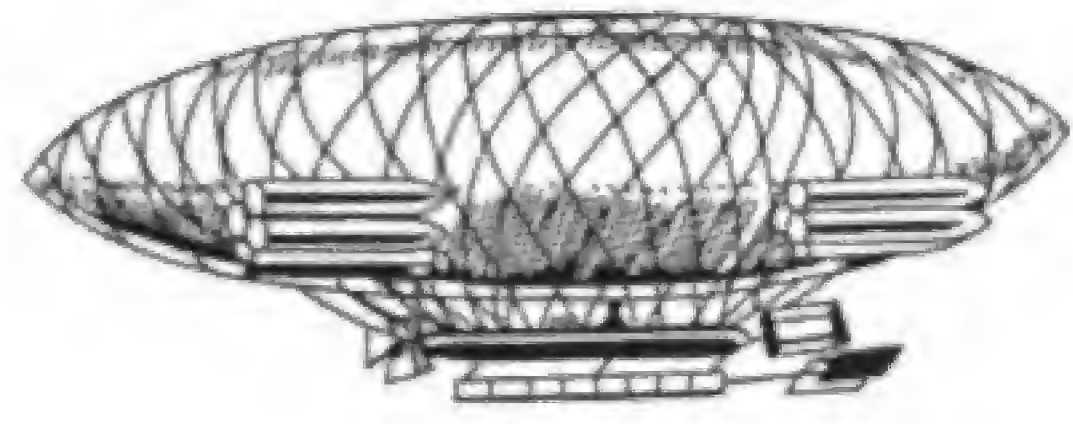


22 10c

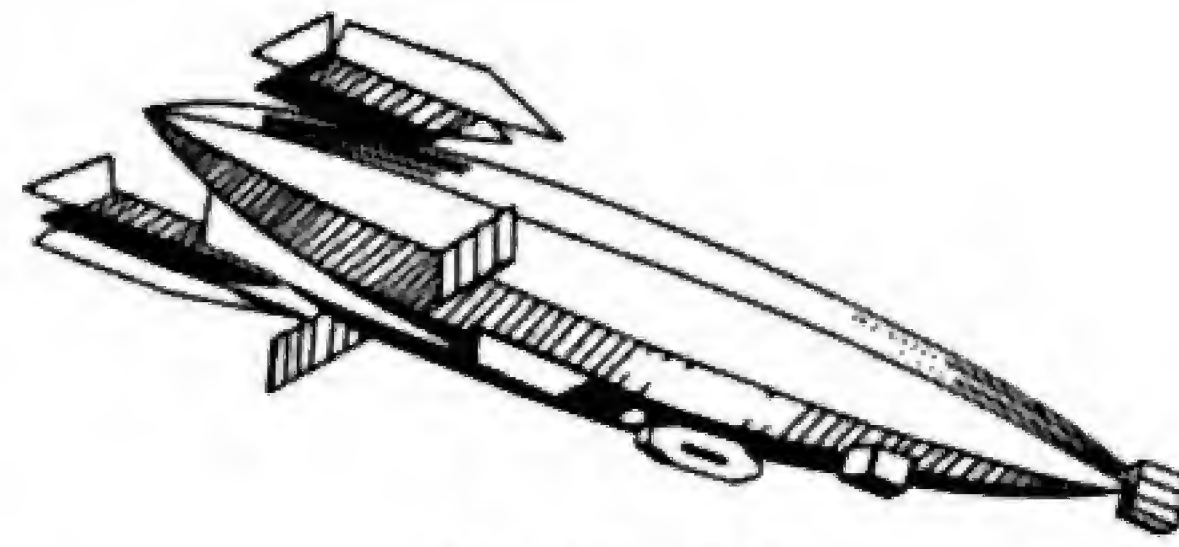


20 50c

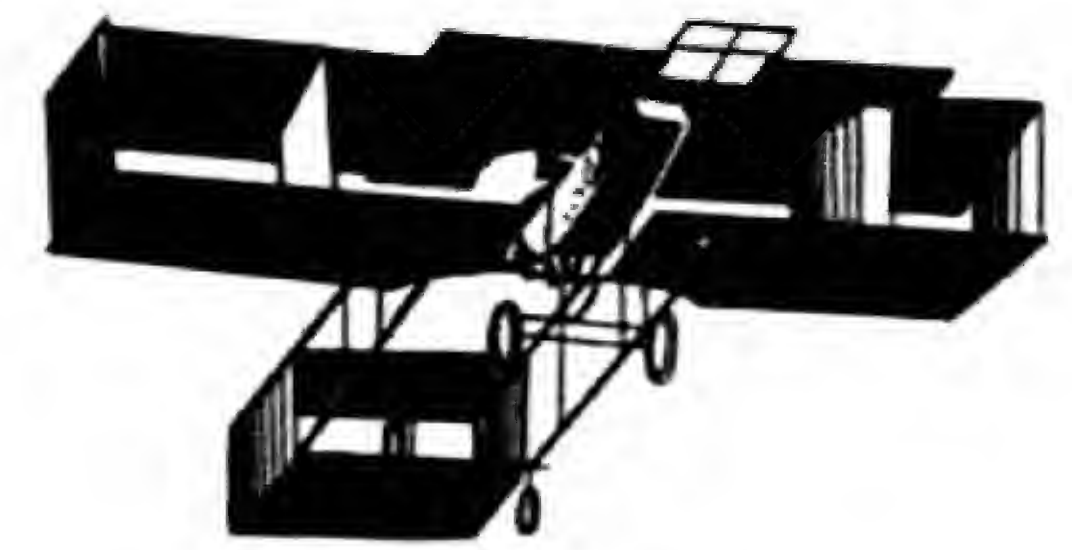
Aerial Cuts



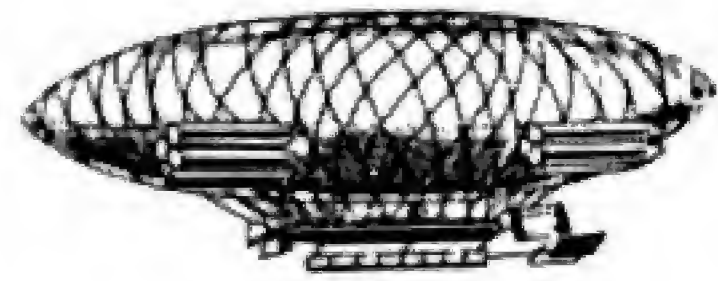
No. 6 20c



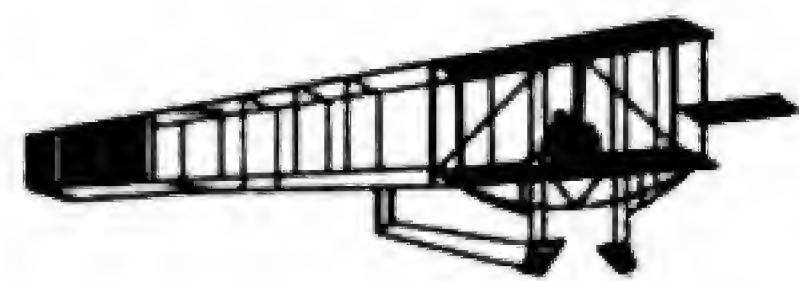
No. 21 30c



No. 3 25c



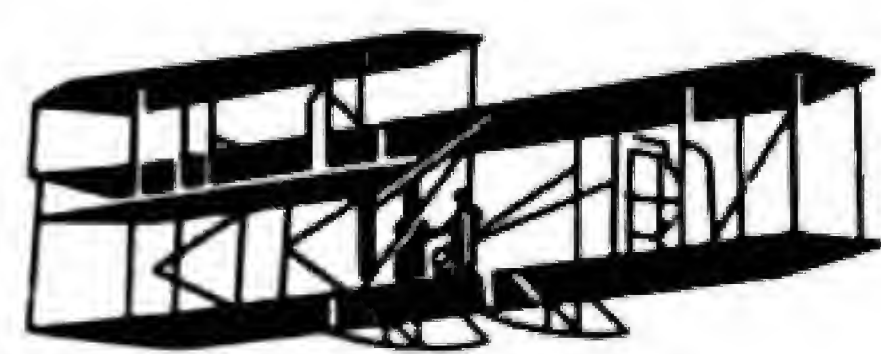
No. 5 15c



No. 9 15c

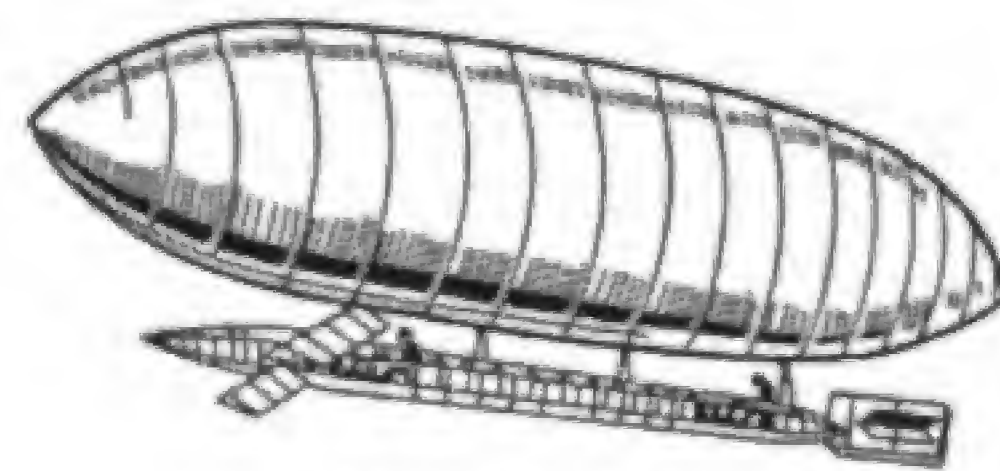


No. 8 10c



No. 15 15c

THIS original and attractive series of Aerial cuts is sure to be often used. It will be appreciated by advertisers and also will prove of value to the printers using the series in their printing offices. The game of flying is a very popular one, for aviation is the coming science and will make progress. You will have many opportunities to use these cuts.



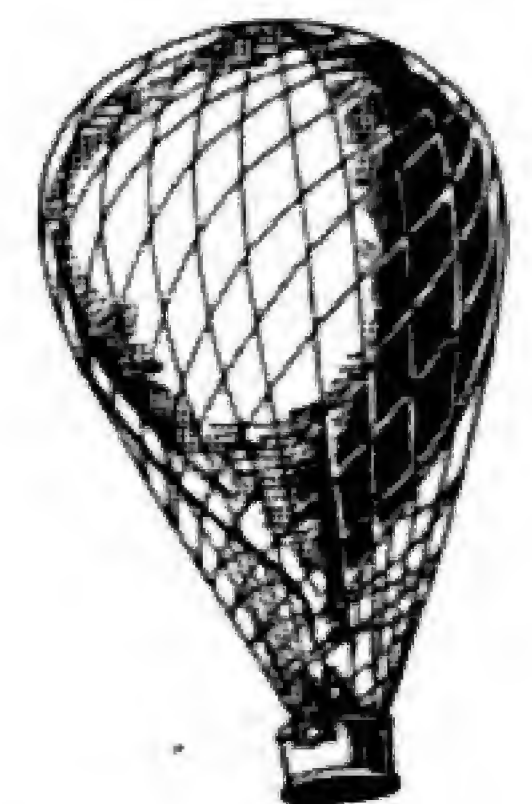
No. 12 20c

Aerial Cuts in Fonts

These cuts are put up in fonts, each font containing four each of Nos. 8, 14 and 17; two each of Nos. 5, 9, 11, 15, 18 and 23; one each of Nos. 2, 3, 6, 12, 20, 21 and 24

Price per Font, \$2.25

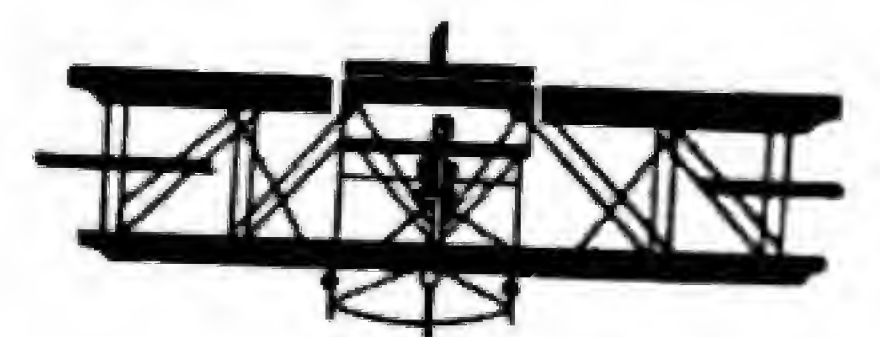
Separate characters at the prices indicated



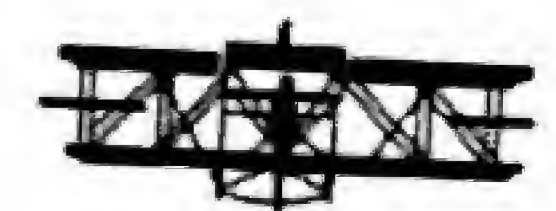
No. 24 25c



No. 23 20c



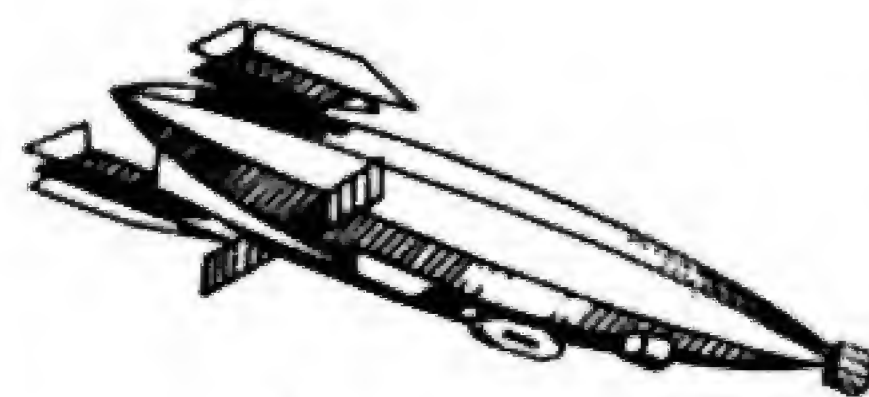
No. 18 15c



No. 17 10c



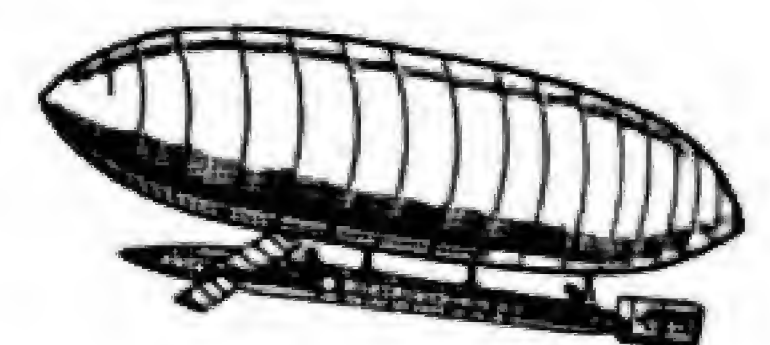
No. 14 10c



No. 20 20c



No. 2 20c



No. 11 15c

AMERICAN TYPE FOUNDERS COMPANY

ORIGINATOR OF STYLISH TYPE FACES

AVIATION TOURNAMENT

DELIMONT AERO FIELD
October 14 to November 23

\$75,000 IN PRIZES


Thirty of the World's Greatest Aviators in competition with the Monoplane, Biplane and Dirigible Balloons for Cash Prizes and **The WORLD'S CHAMPIONSHIP** Hourly Flights for Altitude, Duration and Passenger Carrying; also Speed and Cross-Country Records and Best Time in Starting

Special Train Service from Pennsylvania Terminal Station
Field Space Boxes and Reserved Seats on Sale at the Ticket
Office, Tournament Headquarters, 305 Fifth Avenue, N. Y.

General Admission \$5.00



Warships, and Army and Navy Series No. 3

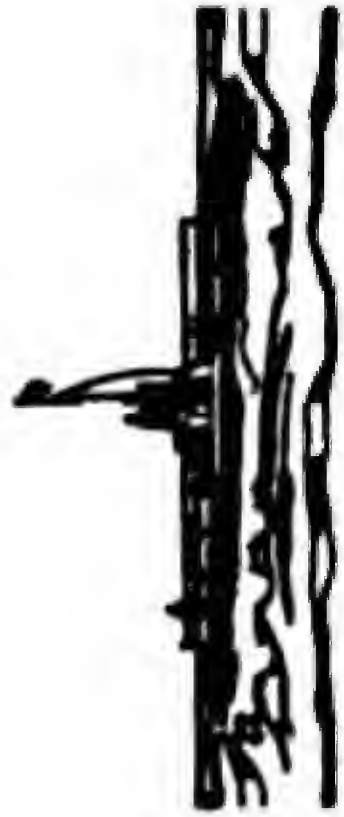


No. 23 20c


Warships

Font contains two of each character
Price \$2.35 per font

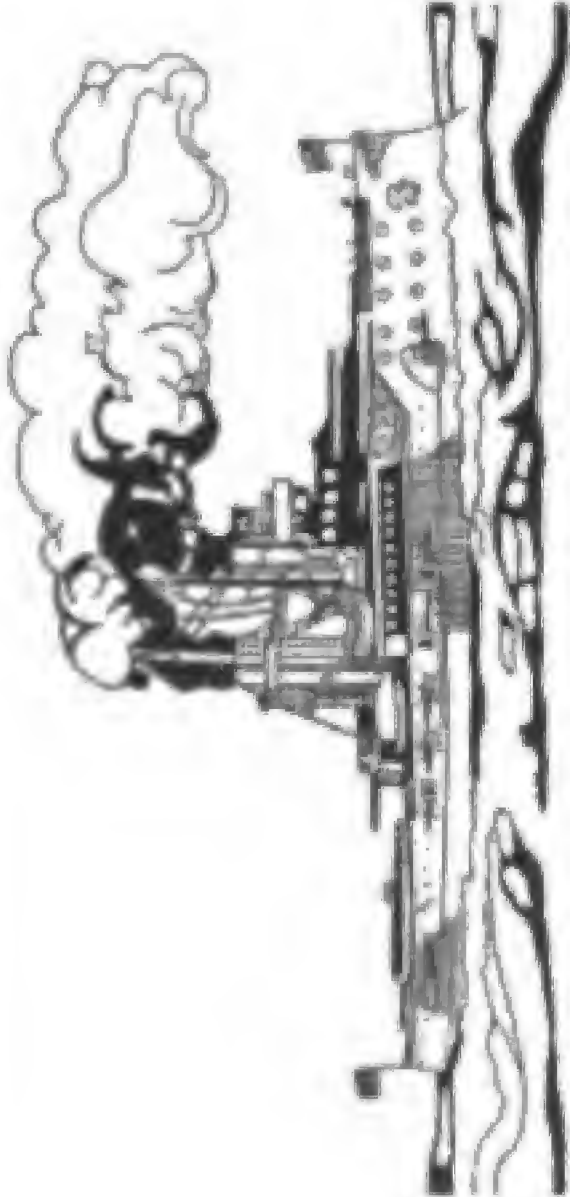
Separate characters at prices quoted



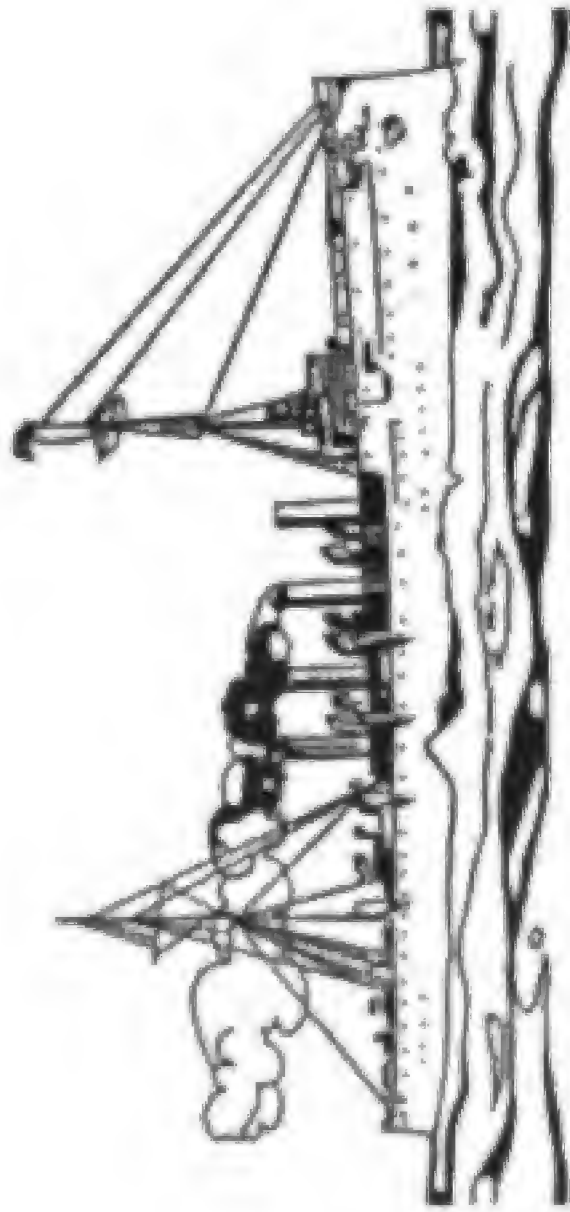
No. 26 15c



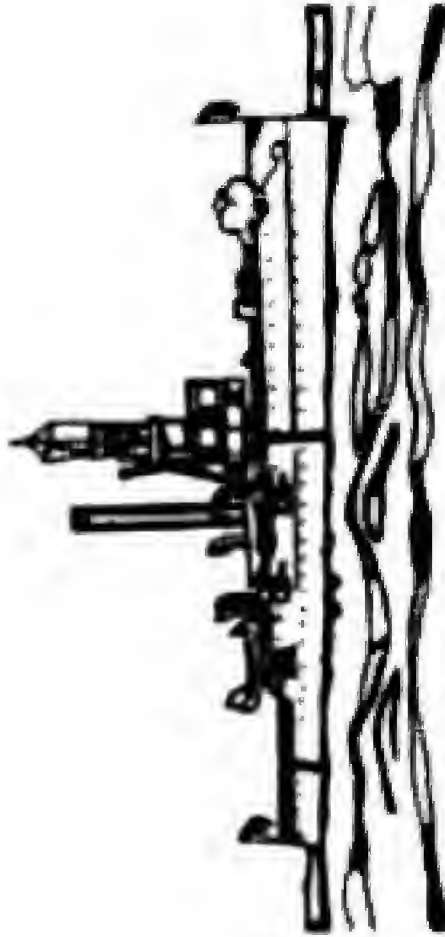
No. 24 15c



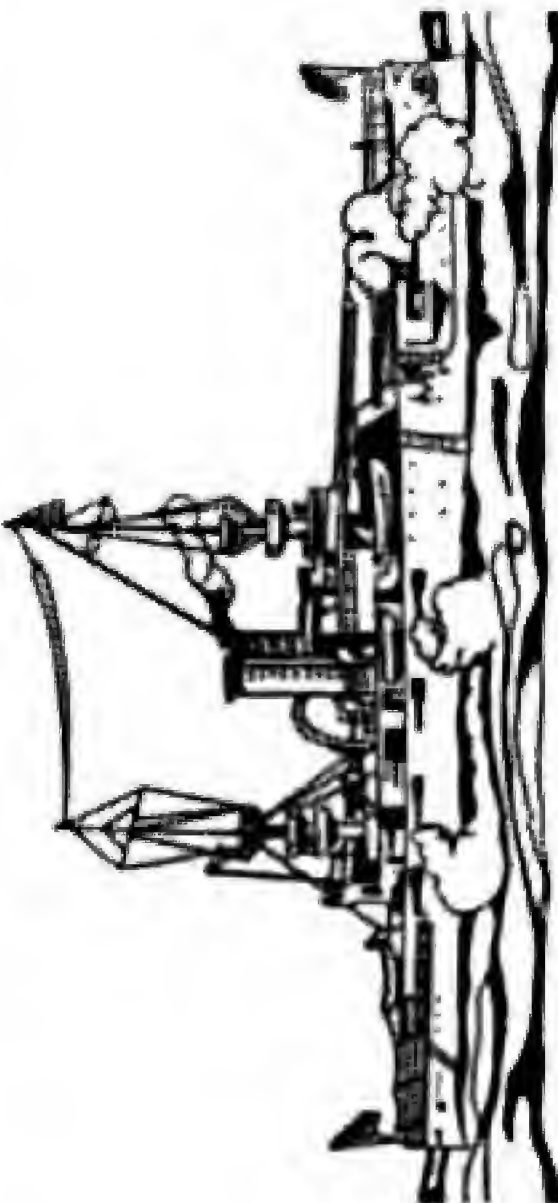
No. 30 25c



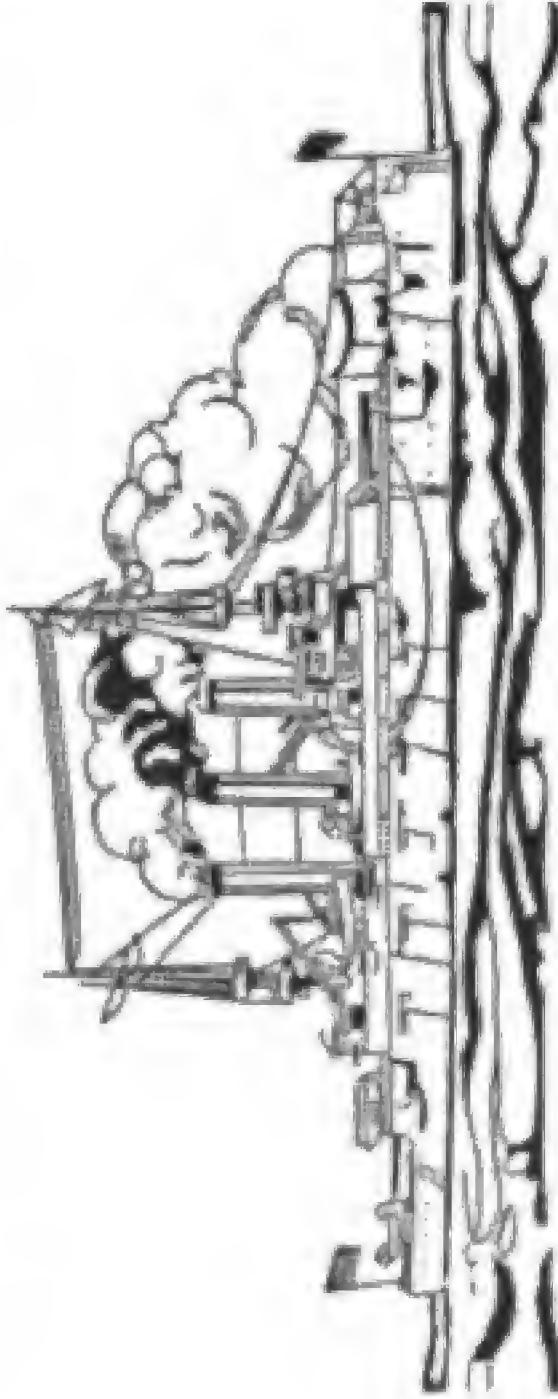
No. 27 25c



No. 25 20c

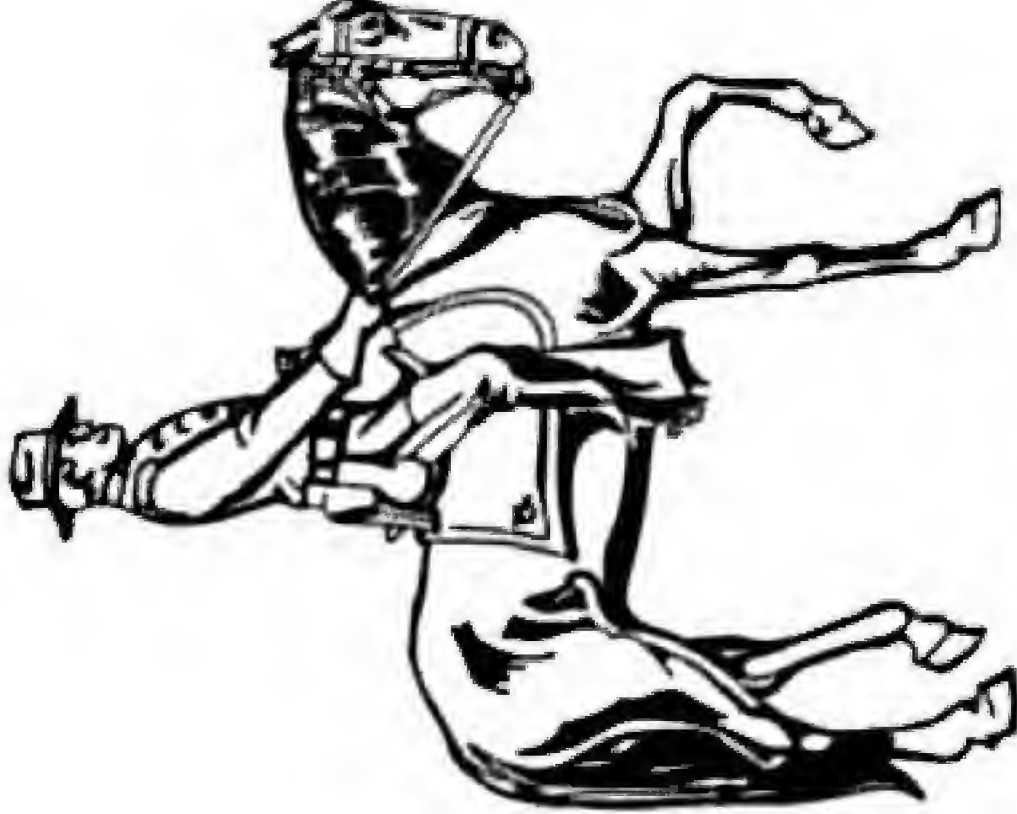


No. 29 25c



No. 28 30c

THE above series of accurately cut embellishers was designed from original photographs of the various big war vessels in the United States Navy. They are sold singly or by font

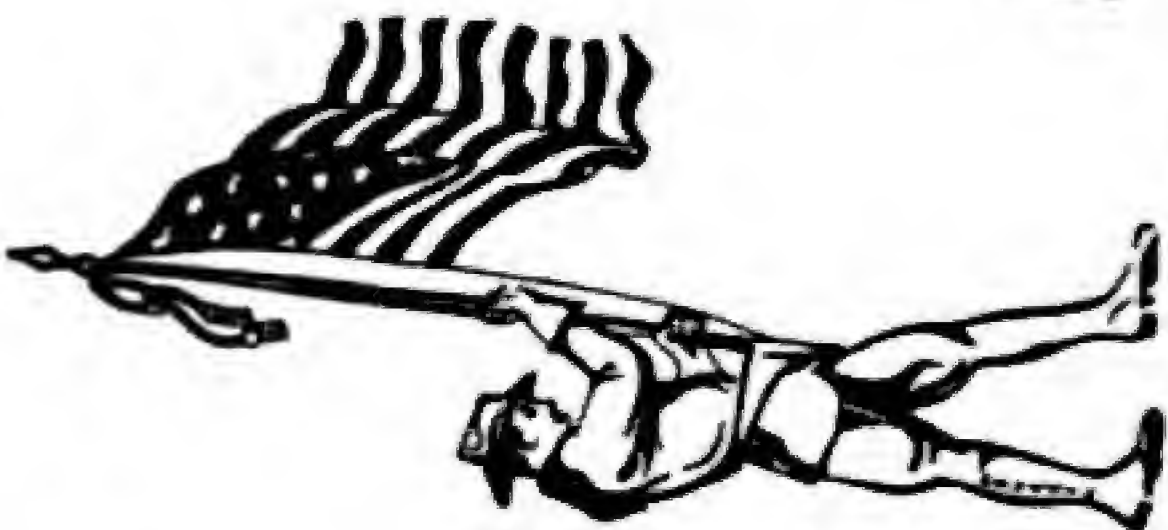


No. 18 30c


Army and Navy Series Number 3

A classy set of embellishers that will add style and effectiveness to your printing. Your customers will appreciate the attractive and pleasing advertising matter obtainable by their use. Army and Navy Series Number 3 have many possibilities when used in printing programs for military and naval functions, parades or reviews. Cast in type molds. ¶ Font, containing one each of Numbers 2, 6, 10, 14, 16, 18, 20 and 22, and four of Numbers 4, 8, and 12.

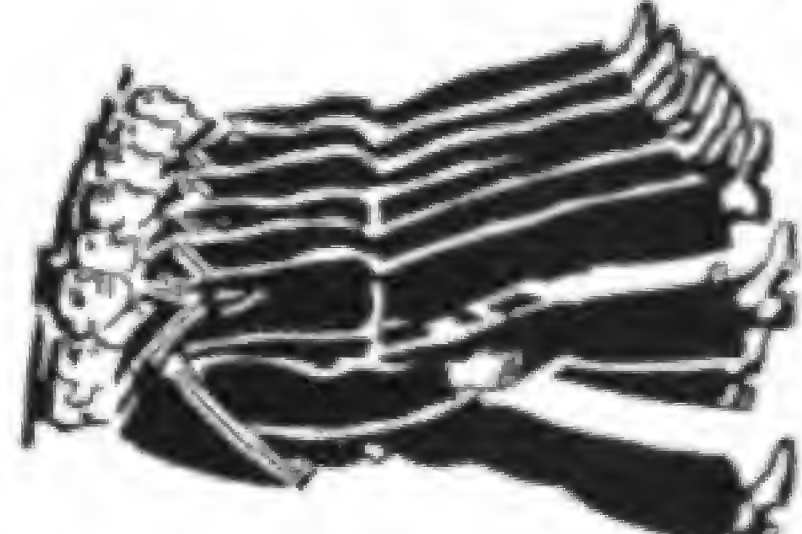
Price \$2.50




No. 16 30c



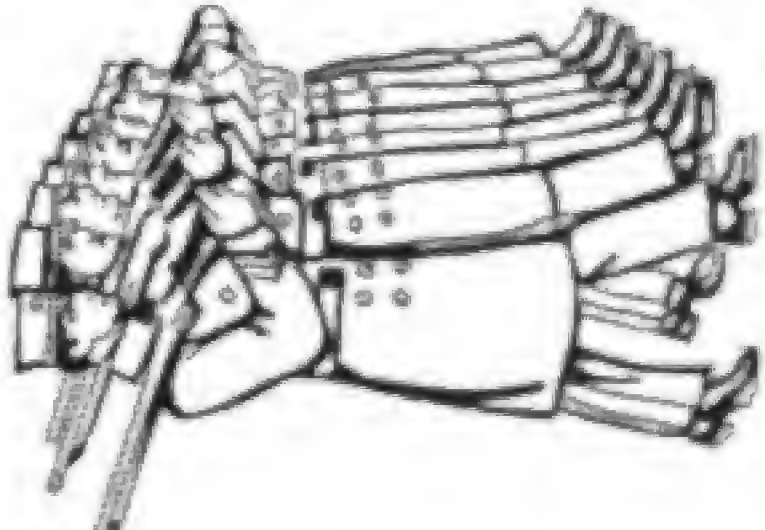
No. 2 20c



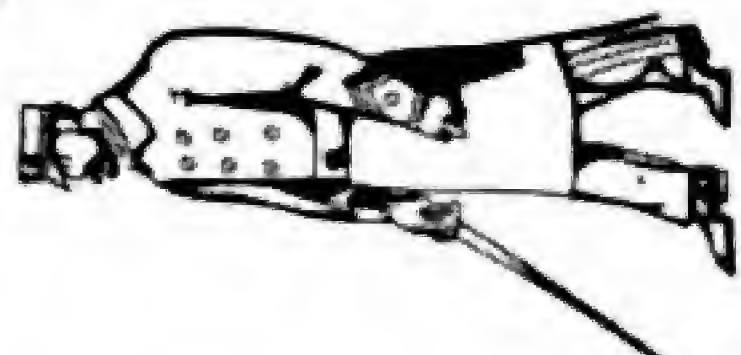
No. 4 25c



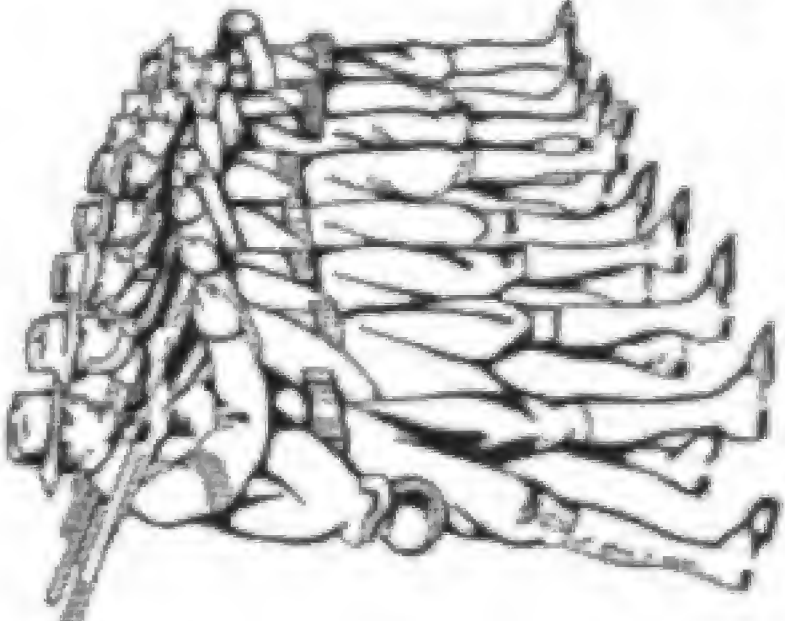
No. 6 20c



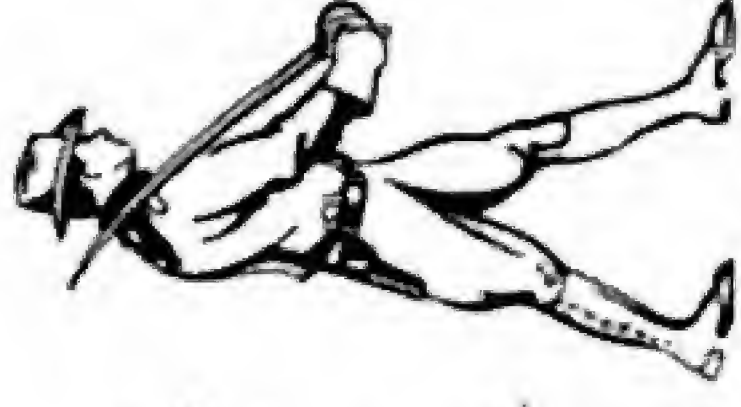
No. 8 25c




No. 10 20c




No. 12 25c



No. 14 20c



No. 20 50c



No. 22 25c

For One or Two Colors

Cincinnati Initials

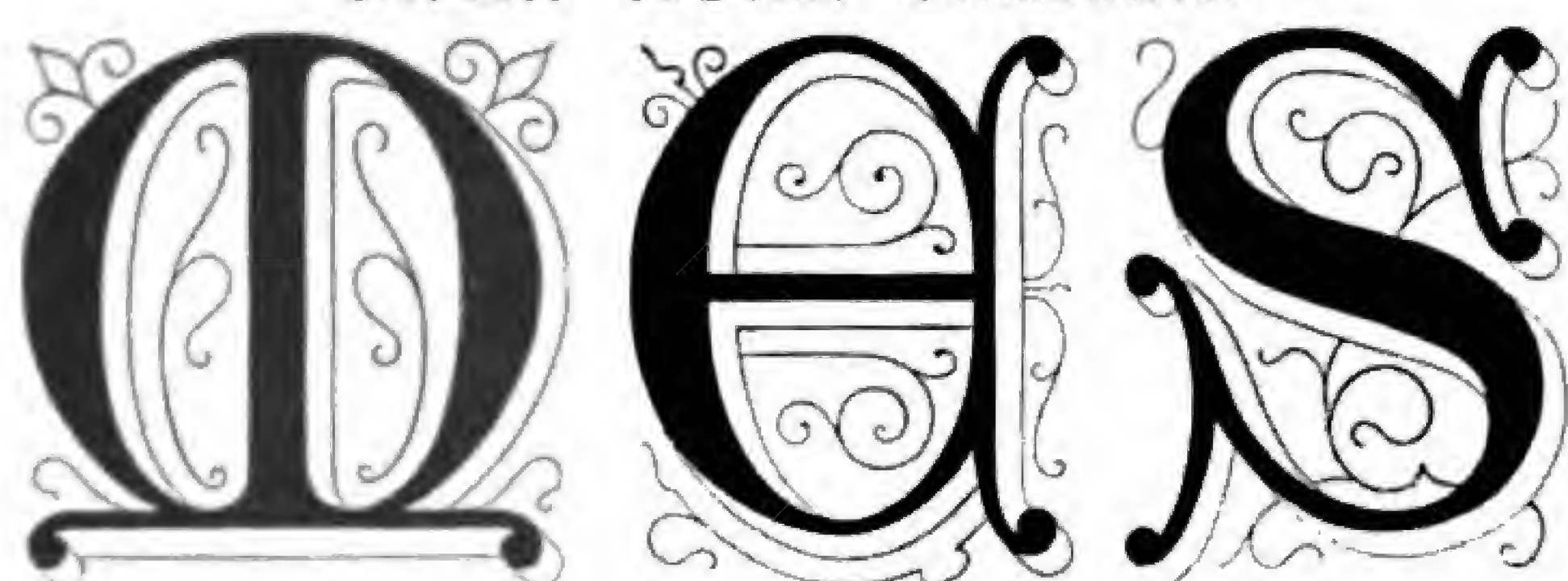
AN attractive series of initial letters which will be found very useful in every printing office for plain black-and-white or for two-color printing. Made in four different sizes and put up in usable fonts at popular prices, and also priced by single characters. The sensible use of initial letters imparts a decorative quality, even when the printing is done in one color, and in this series the printer has a letter that is dignified and legible and at the same time very distinctive. The designs for one color are made in two styles, each one separately fonted and priced.

American Type Founders
Company

Cincinnati Initials

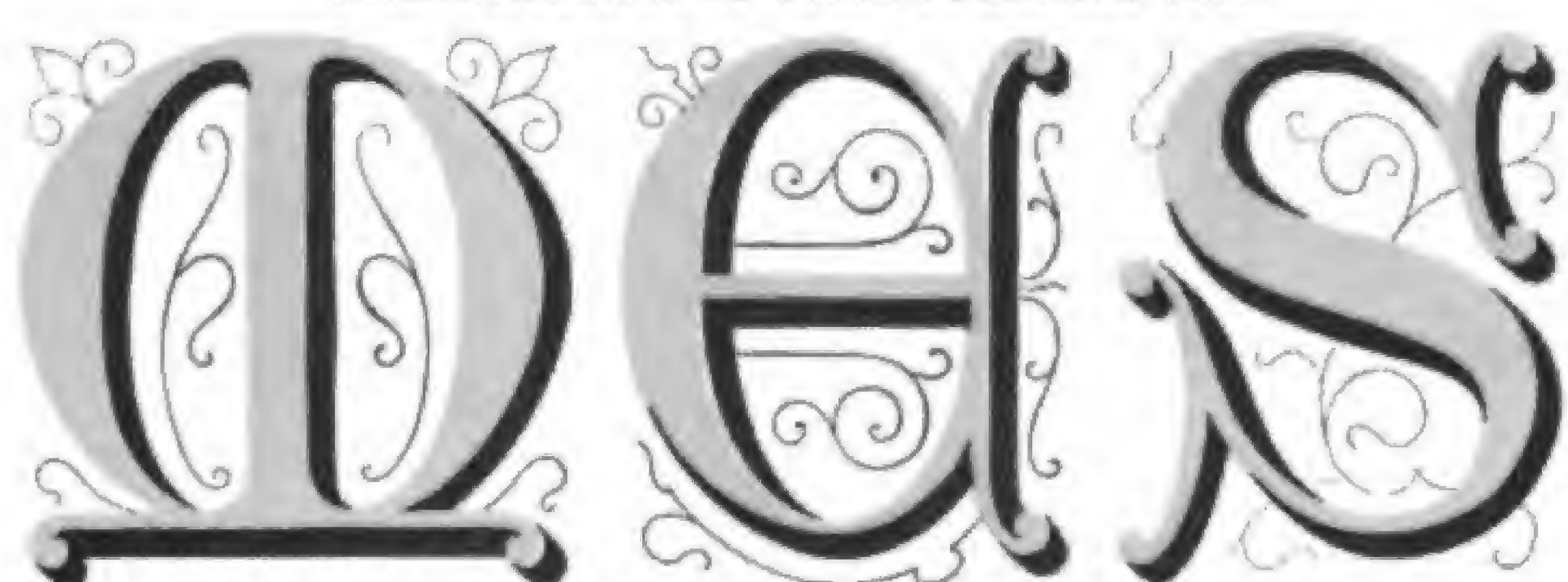
The Cincinnati Initials

No. 1160 64 Point Ornamental



Per Set \$3 00 Each \$0 30

No. 52 64 Point Two Color
Combination of Nos. 1148 and 1156



Per Set \$5 50 Each \$0 50

No. 1148 64 Point Outline



Per Set \$3 00 Each \$0 30

No. 1156 64 Point Plain



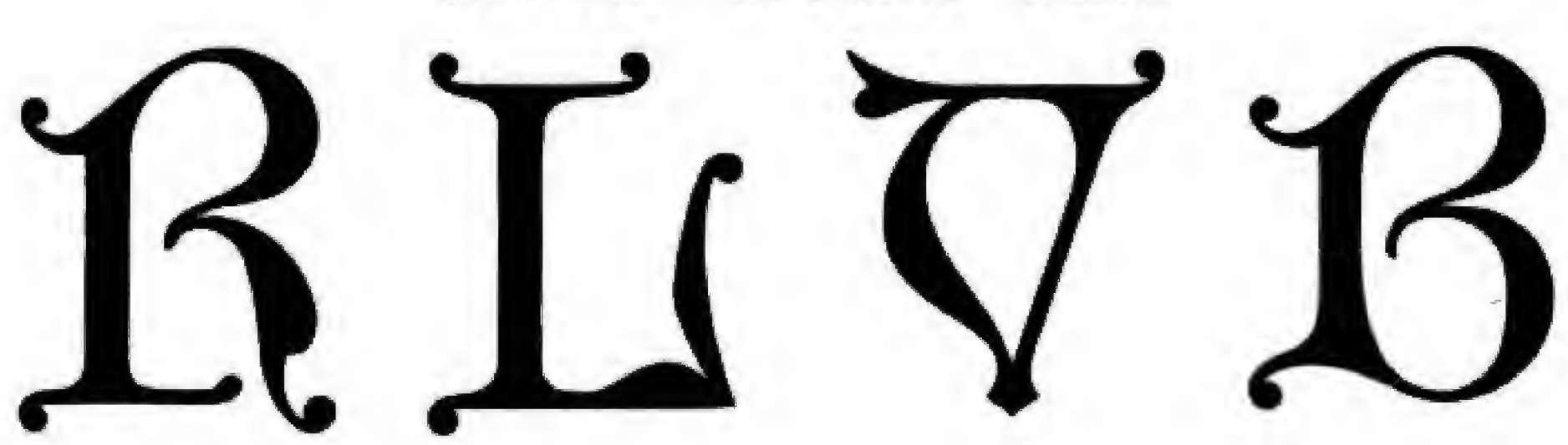
Per Set \$3 00 Each \$0 30

No. 1159 48 Point Ornamental



Per Set \$1 50 Each \$0 20

No. 1155 48 Point Plain



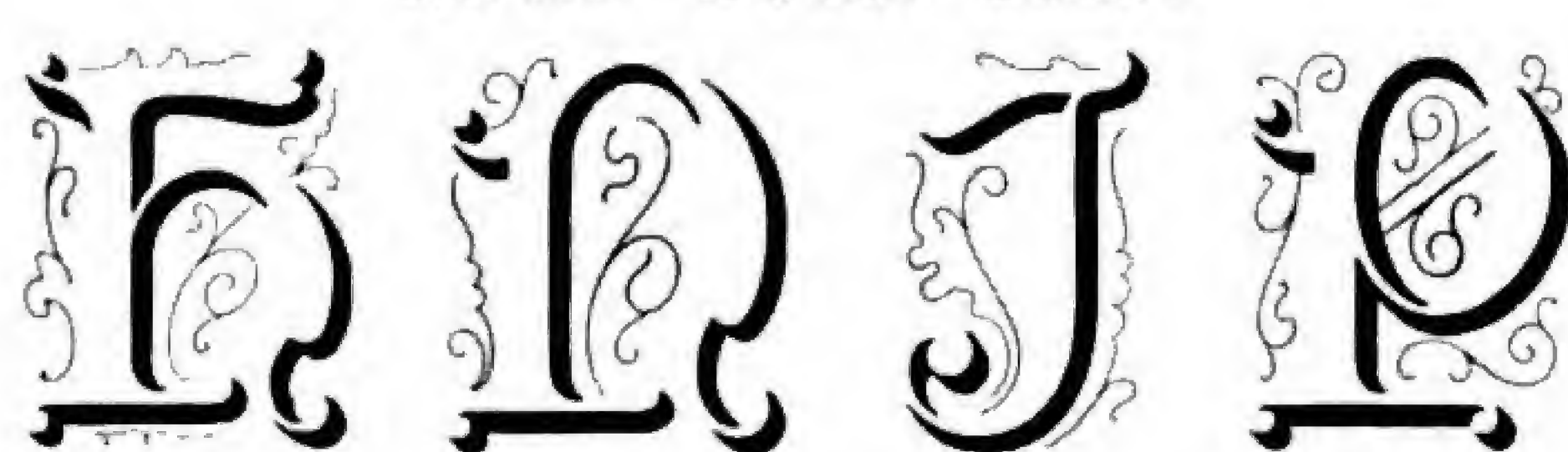
Per Set \$1 50 Each \$0 20

No. 51 48 Point Two Color
Combination of Nos. 1147 and 1155



Per Set \$2 75 Each \$0 35

No. 1147 48 Point Outline



Per Set \$1 50 Each \$0 20

No. 1158 32 Point Ornamental



Per Set \$1 25 Each \$0 15

No. 1154 32 Point Plain



Per Set \$1 25 Each \$0 15

No. 50 32 Point Two Color
Combination of Nos. 1146 and 1154



Per Set \$2 50 Each \$0 30

No. 1146 32 Point Outline



Per Set \$1 25 Each \$0 15

No. 49 24 Point Two Color
Combination of Nos. 1153 and 1157



Per Set \$1 40 Each \$0 20

No. 1157 24 Point Outline



Per Set \$0 75 Each \$0 10


No. 1153 24 Point Plain

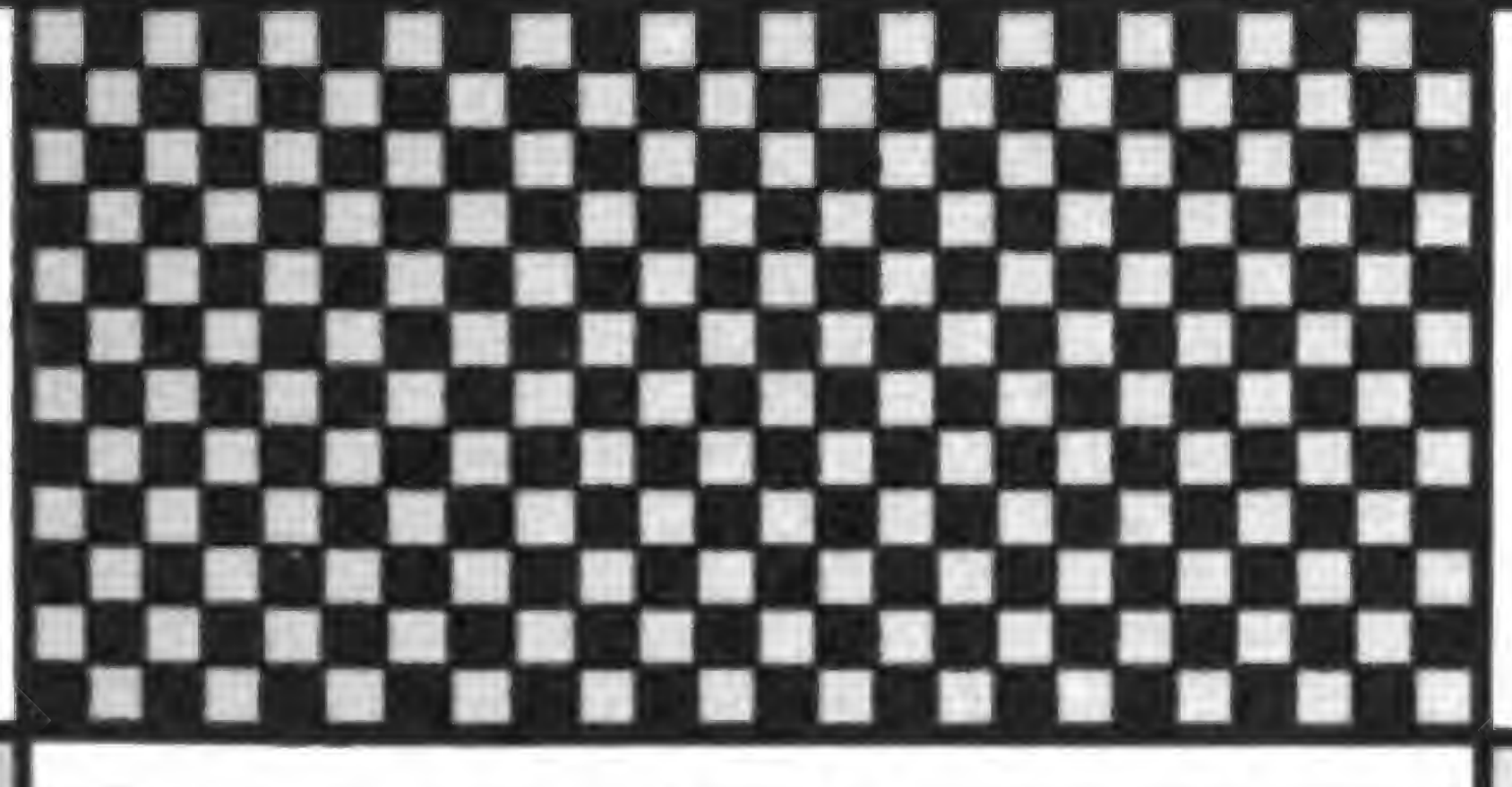


Per Set \$0 75 Each \$0 10


American Type Founders Company

Tricky Border

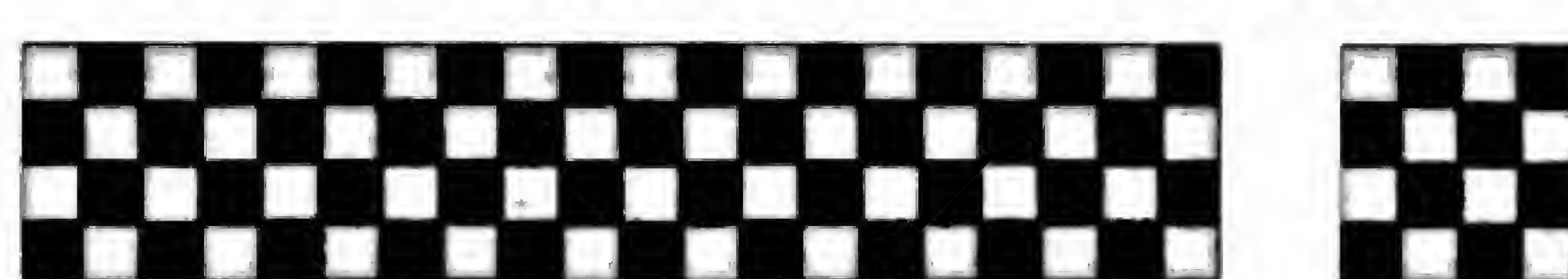
TRICKY BORDER is made in the four sizes, 12, 24, 36 and 48 point. It is a very ingenious border, in that two colors can be printed from one character. For printing the first color the character is set nick up as usual. For the second color the character is turned once around, the nick to either side, as here:  Hence, the initial outlay for a two-color border is the price of only one font, and there is a further saving in that it is necessary to put together but one form.




12 Point Tricky Border No. 1 54 inches \$1 50



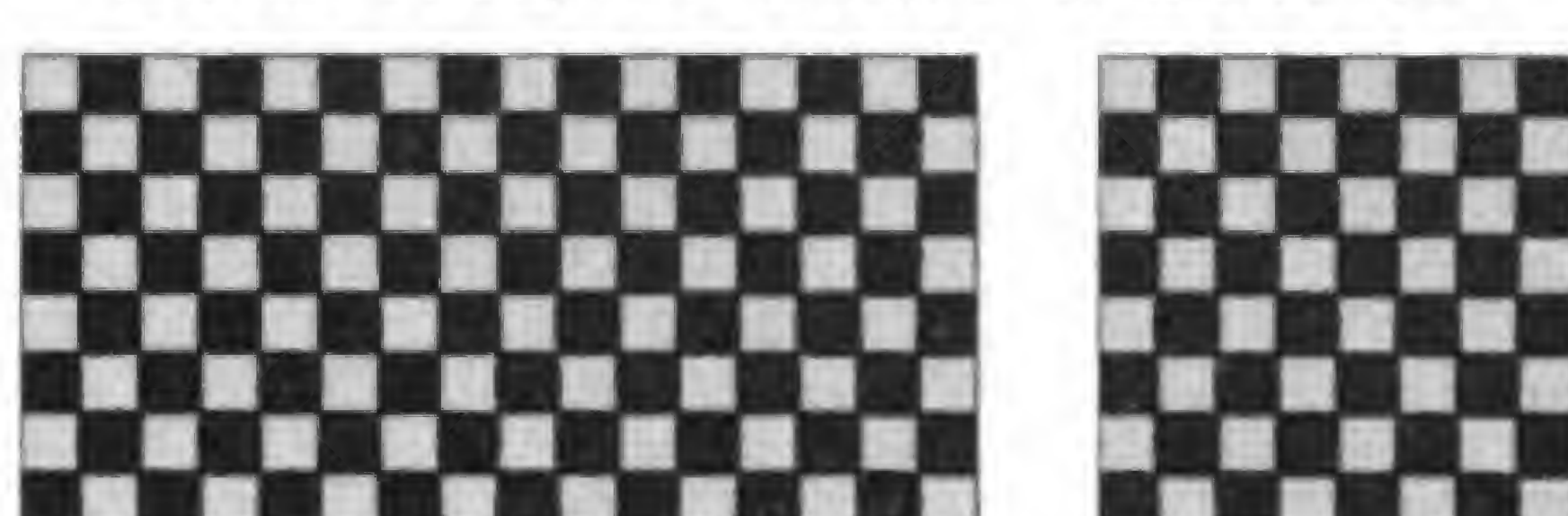
24 Point Tricky Border No. 2 36 inches \$1 65



36 Point Tricky Border No. 3 24 inches \$1 65



48 Point Tricky Border No. 4 18 inches \$1 50



Quadruple Cast Squares

MADE in eight sizes: 6, 8, 10, 12, 18, 24, 30, and 36 point, for printing in one or two colors. The brass rule faces with which they are to be used are indicated by the numbers. 24 point No. 1, the lines being 1 point, should be used with 1 point flush with body face rule; No. 2, the lines being 2 point, should be used with a 2 point flush with body face rule; No. 3 with 3 point, and so on. A labor-saving font each of 1, 2, 3, 4 and 6 point will provide brass rule for the complete series. These Quadruple Cast Squares, with a proper supply of our superior, accurately-cut rule, is an equipment that will cost but little, and can be used—a great deal!

6 Pt. No. 1



8 Pt. No. 1



10 Pt. No. 1



12 Pt. No. 1



18 Pt. No. 1



24 Pt. No. 1



30 Pt. No. 1



36 Pt. No. 1



10 Pt. No. 2



12 Pt. No. 2



18 Pt. No. 2



24 Pt. No. 2



30 Pt. No. 2



36 Pt. No. 2



Prices (a set meaning four)

6 Pt., 30 sets	50c.
8 Pt., 20 sets	50c.
10 Pt., 16 sets, either Square .	50c.
12 Pt., 12 sets, either Square .	50c.
18 Pt., 8 sets, any Square . .	50c.
24 Pt., 5 sets, any Square . .	50c.
30 Pt., 5 sets, any Square . .	75c.
36 Pt., 4 sets, any Square . .	80c.

Color characters in same quantities for the same sizes same prices as the above.

18 Pt. No. 3



24 Pt. No. 3



30 Pt. No. 3



36 Pt. No. 3



24 Pt. No. 4



30 Pt. No. 4



36 Pt. No. 4



24 Color



30 Pt. No. 6



36 Pt. No. 6



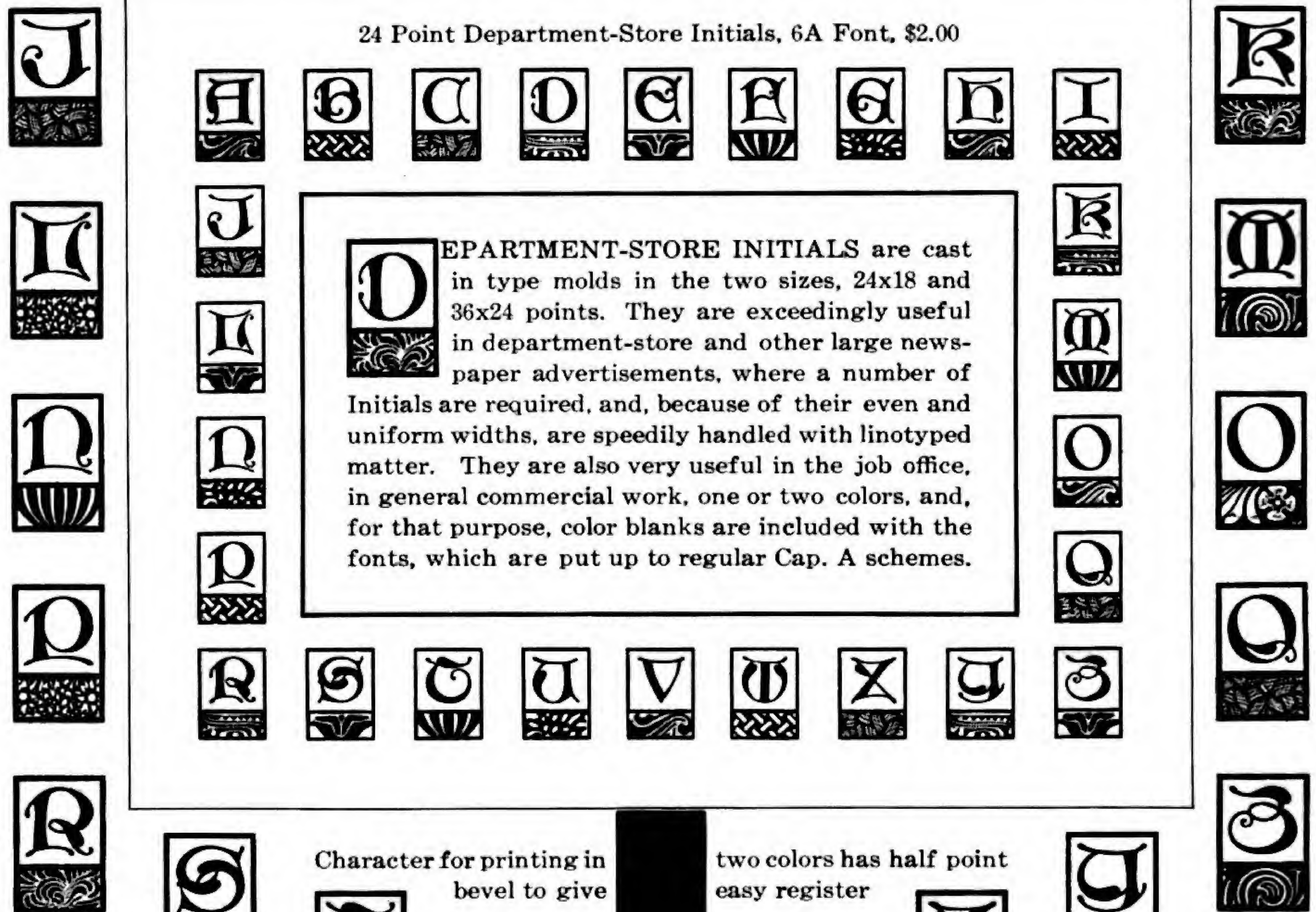
Department-Store Initials

Accurately Cast in Type Molds

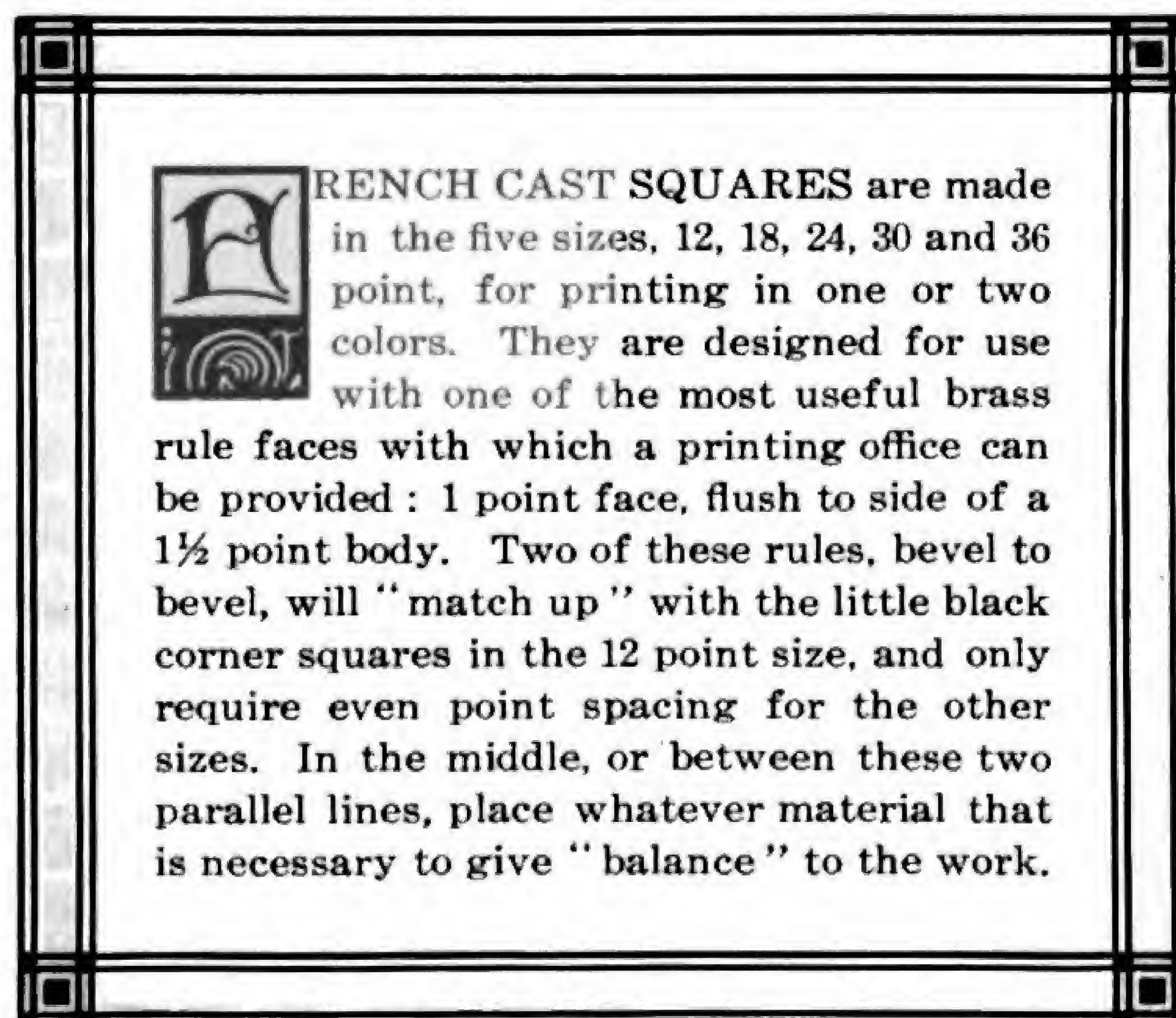
36 Point Department-Store Initials, 5A Font, \$2.75



24 Point Department-Store Initials, 6A Font, \$2.00



French Cast Squares

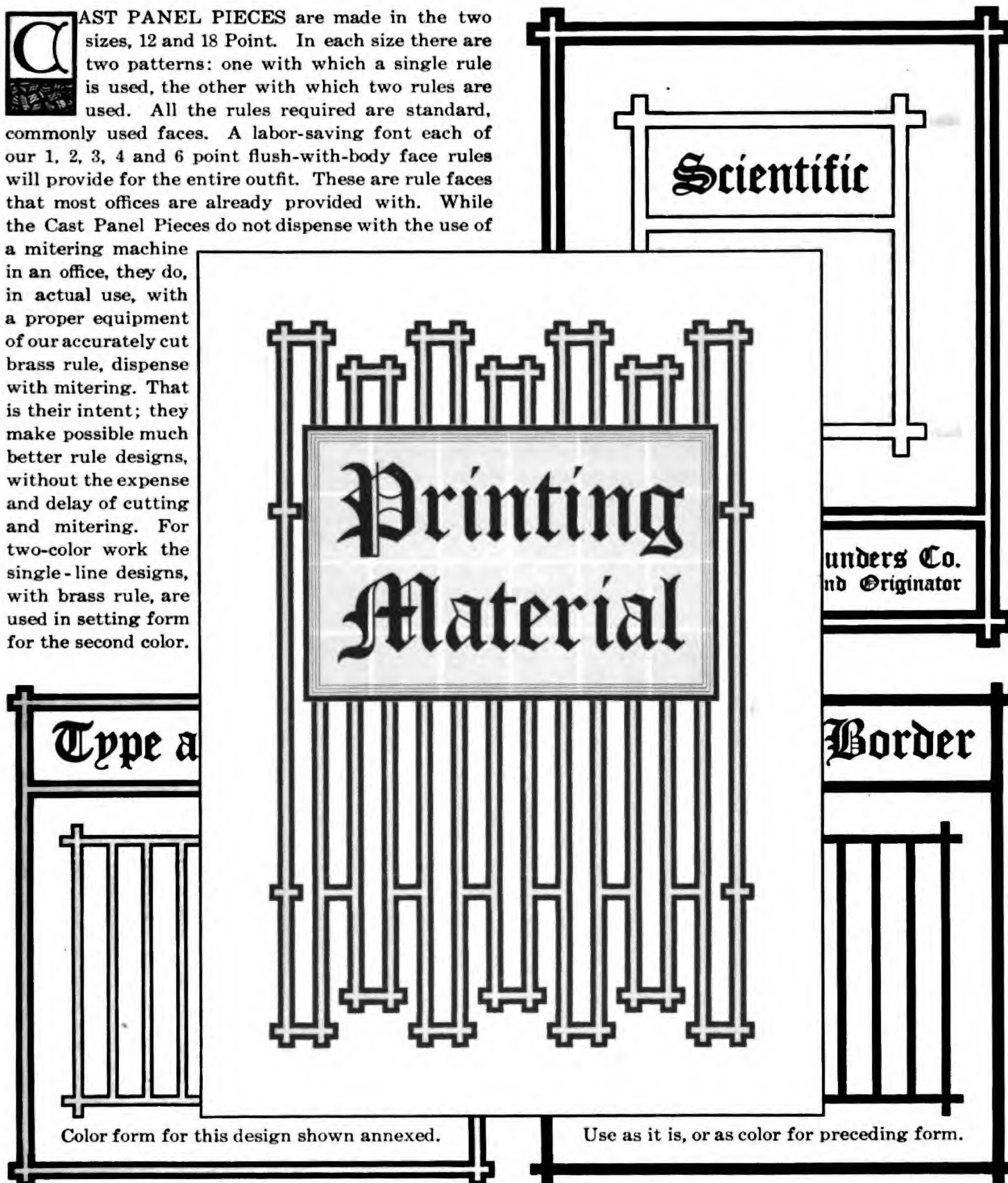


	12 Point, 12 sets, 50c.	
	12 Color, 12 sets, 50c.	
	18 Point, 8 sets, 50c.	
	18 Color, 8 sets, 50c.	
	24 Point, 5 sets, 50c.	
	24 Color, 5 sets, 50c.	
	30 Point, 5 sets, 75c.	
	30 Color, 5 sets, 75c.	
	36 Point, 4 sets, 80c.	
	36 Color, 4 sets, 80c.	

Cast Panel Pieces

FOR USE WITH BRASS RULE

CAST PANEL PIECES are made in the two sizes, 12 and 18 Point. In each size there are two patterns: one with which a single rule is used, the other with which two rules are used. All the rules required are standard, commonly used faces. A labor-saving font each of our 1, 2, 3, 4 and 6 point flush-with-body face rules will provide for the entire outfit. These are rule faces that most offices are already provided with. While the Cast Panel Pieces do not dispense with the use of a mitering machine in an office, they do, in actual use, with a proper equipment of our accurately cut brass rule, dispense with mitering. That is their intent; they make possible much better rule designs, without the expense and delay of cutting and mitering. For two-color work the single-line designs, with brass rule, are used in setting form for the second color.



Color form for this design shown annexed.

Use as it is, or as color for preceding form.

12 Point Cast Panel Pieces

Group 1
24 of each character, 50c.



Group 2
24 of each character, 50c.



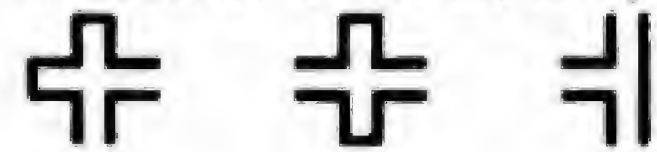
Group 3
24 of each character, 50c.



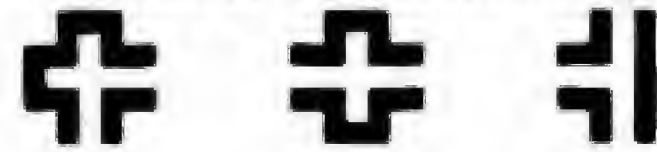
Group 4
24 of each character, 50c.



Group 11
16 of each character, 50c.



Group 12
16 of each character, 50c.



18 Point Cast Panel Pieces

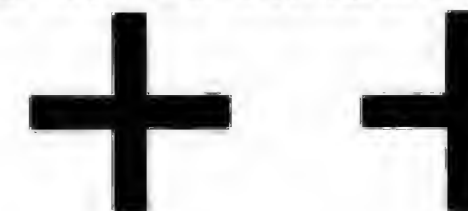
Group 1
16 of each character, 50c.



Group 2
16 of each character, 50c.



Group 3
16 of each character, 50c.



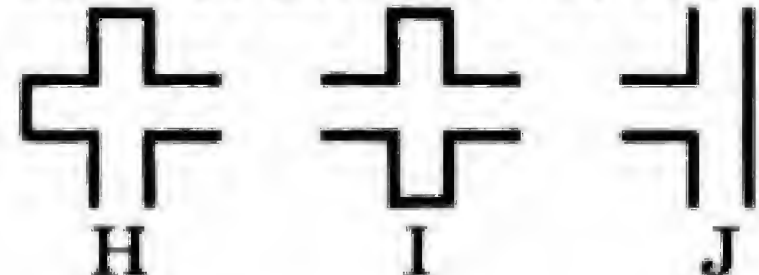
Group 4
16 of each character, 50c.



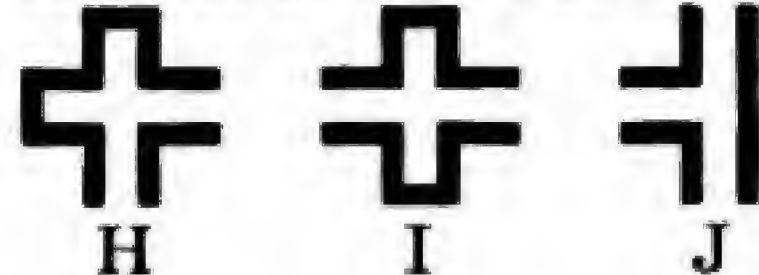
Group 6
16 of each character, 50c.



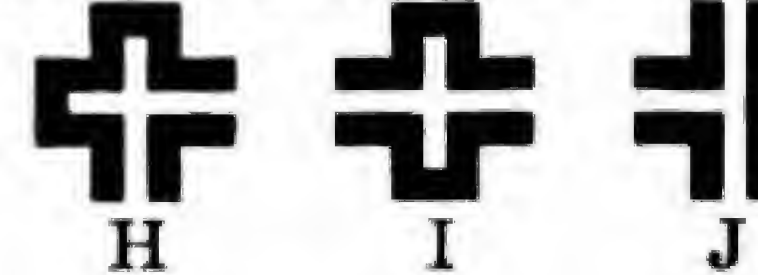
Group 11
12 each H and J, 8 of I, 50c.



Group 12
12 each H and J, 8 of I, 50c.



Group 13
12 each H and J, 8 of I, 50c.



Uniform-Rule Cast Corners

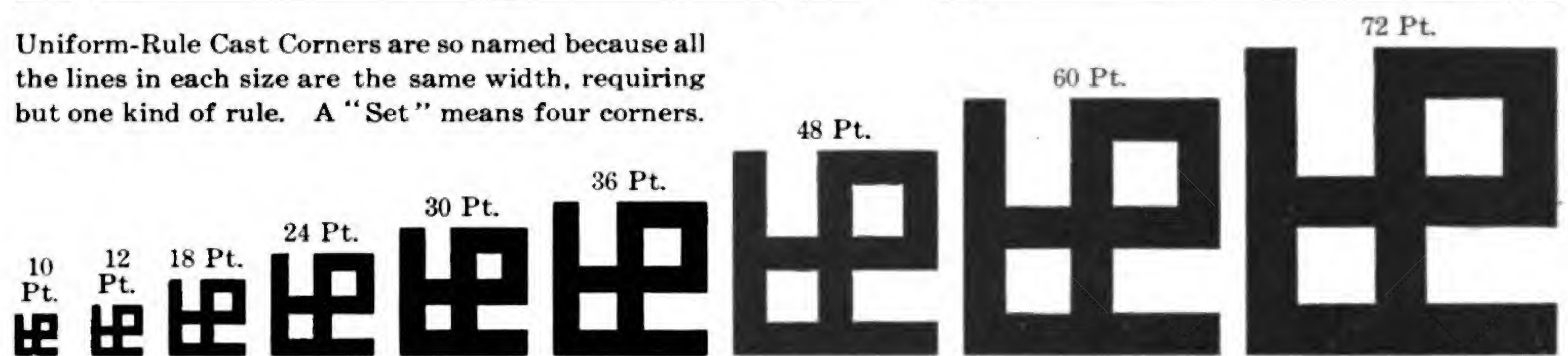
Uniform-Rule Cast Corners for One Color



THESE are very desirable because of the big sizes (being made to include 48, 60 and 72 point), and can be used to excellent advantage in lines of bigger work than that which is provided for in other series of similar material. The nine sizes make a useful outfit.

10 Point, 16 sets	50c.
Use 2 Point Face Rule.	
12 Point, 12 sets	50c.
Use 2 Point Face Rule.	
18 Point, 8 sets	50c.
Use 3 Point Face Rule.	
24 Point, 5 sets	50c.
Use 4 Point Face Rule.	
30 Point, 5 sets	75c.
Use 6 Point Face Rule.	
36 Point, 4 sets	80c.
Use 6 Point Face Rule.	
48 Point, per set	20c.
Use 8 Point Face Rule.	
60 Point, per set	25c.
Use 10 Point Face Rule.	
72 Point, per set	30c.
Use 12 Point Face Rule.	

Uniform-Rule Cast Corners are so named because all the lines in each size are the same width, requiring but one kind of rule. A "Set" means four corners.

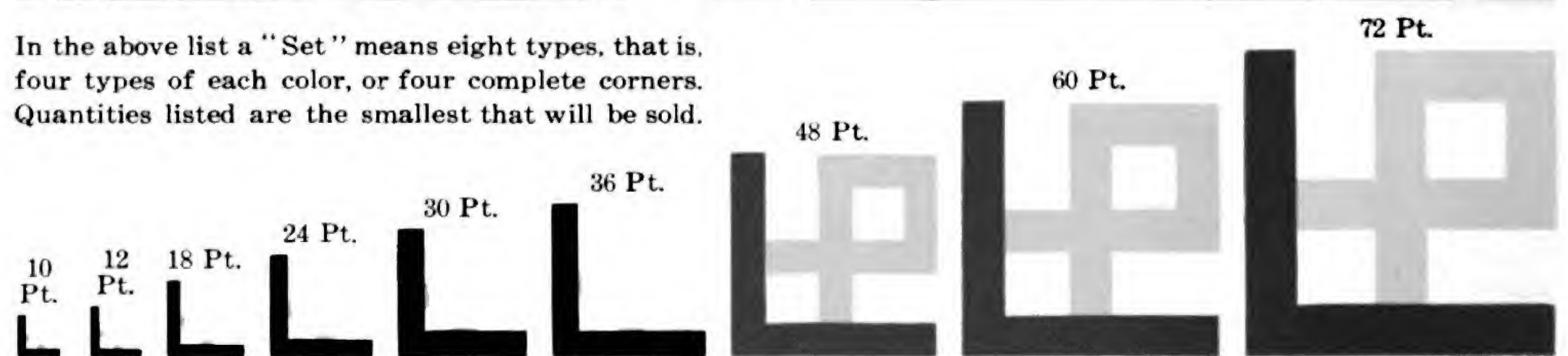


Uniform-Rule Cast Corners for Two Colors

10 Point, 8 sets	50c.
Use 2 Point Face Rule.	
12 Point, 6 sets	50c.
Use 2 Point Face Rule.	
18 Point, 4 sets	50c.
Use 3 Point Face Rule.	
24 Point, 3 sets	60c.
Use 4 Point Face Rule.	
30 Point, 3 sets	90c.
Use 6 Point Face Rule.	
36 Point, 2 sets	80c.
Use 6 Point Face Rule.	
48 Point, per set	35c.
Use 8 Point Face Rule.	
60 Point, per set	40c.
Use 10 Point Face Rule.	
72 Point, per set	50c.
Use 12 Point Face Rule.	

The large sizes are very useful for showcard or placard work and large cover pages, and are particularly desirable for newspaper ads.

In the above list a "Set" means eight types, that is, four types of each color, or four complete corners. Quantities listed are the smallest that will be sold.





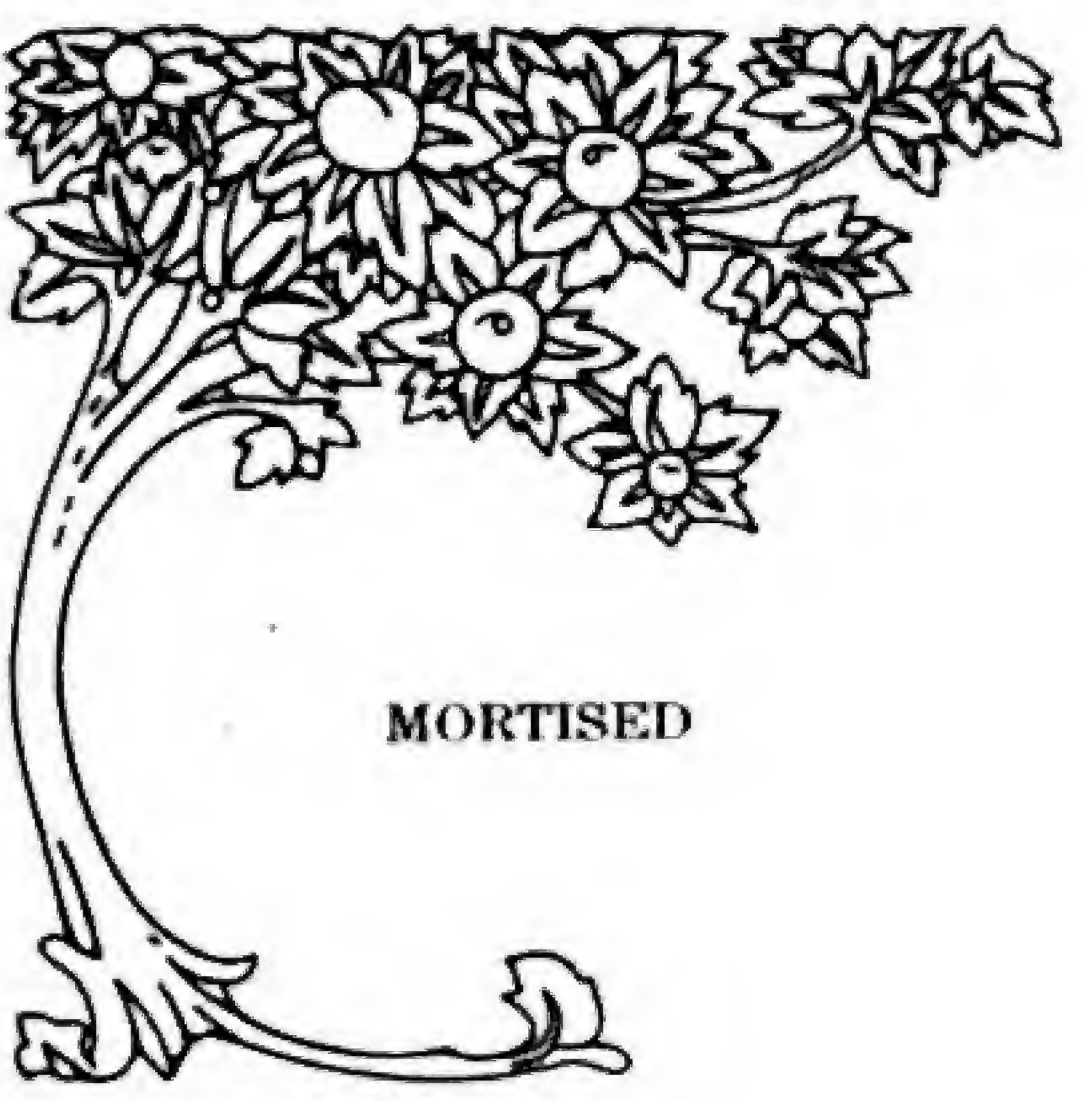
The various Branch Houses of
the American Type Founders
Company are in a position to
furnish you promptly any of
the Type Faces or Materials
manufactured by the Inland
Type Foundry of Saint Louis

*Your orders will be given
prompt attention*

Miscellaneous Ornaments

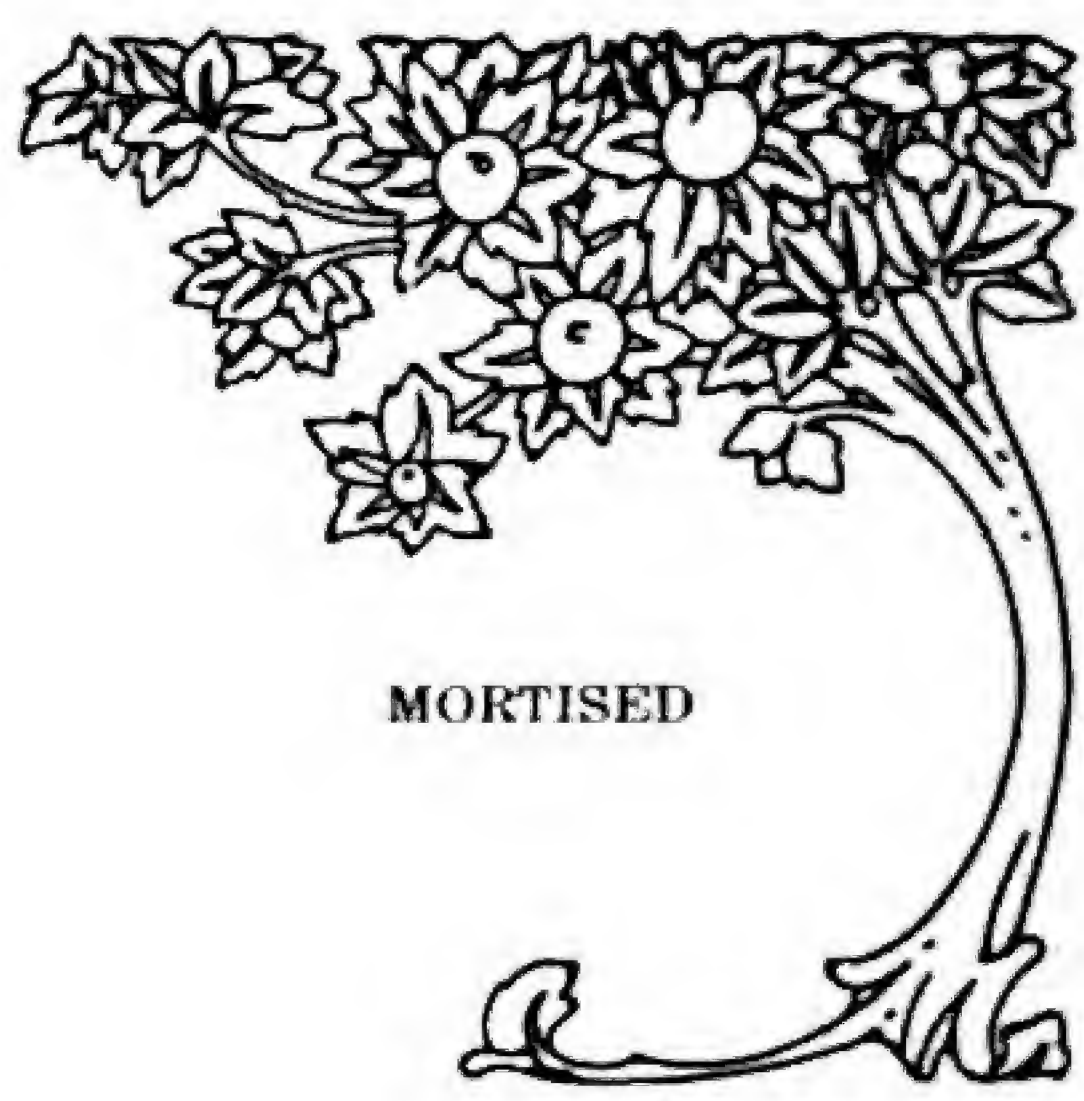
Strathmore Ornaments

Cast in Type Molds



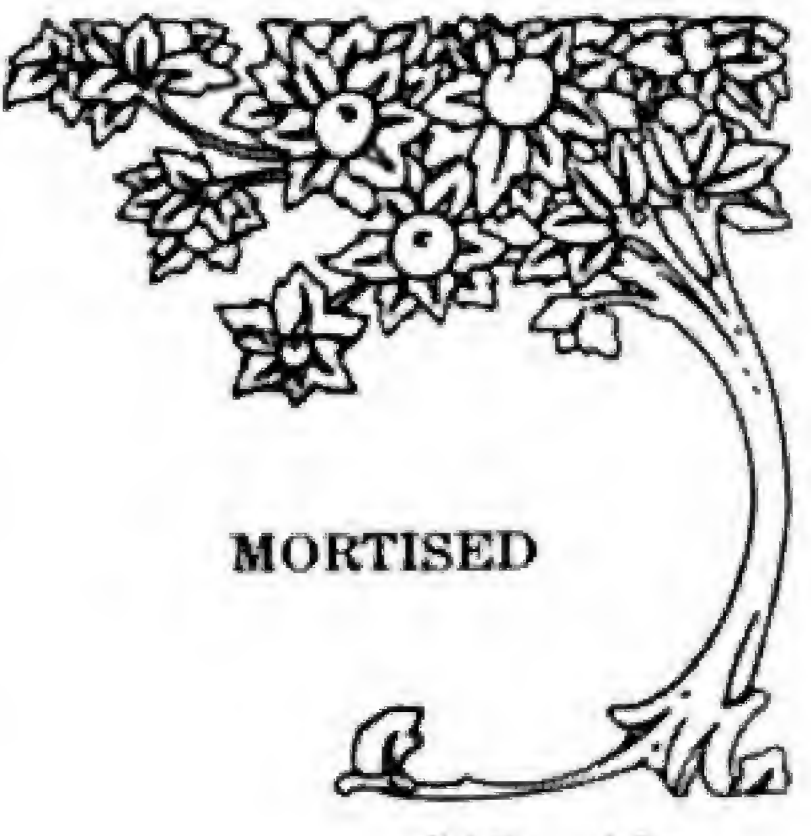
MORTISED

220 50c



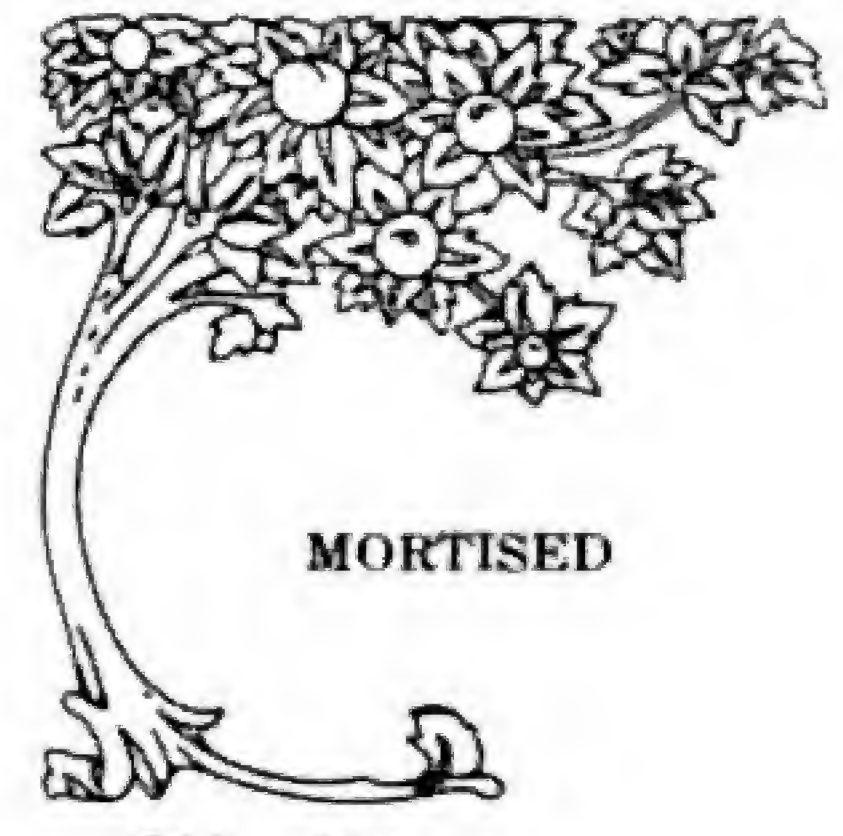
MORTISED

219 50c



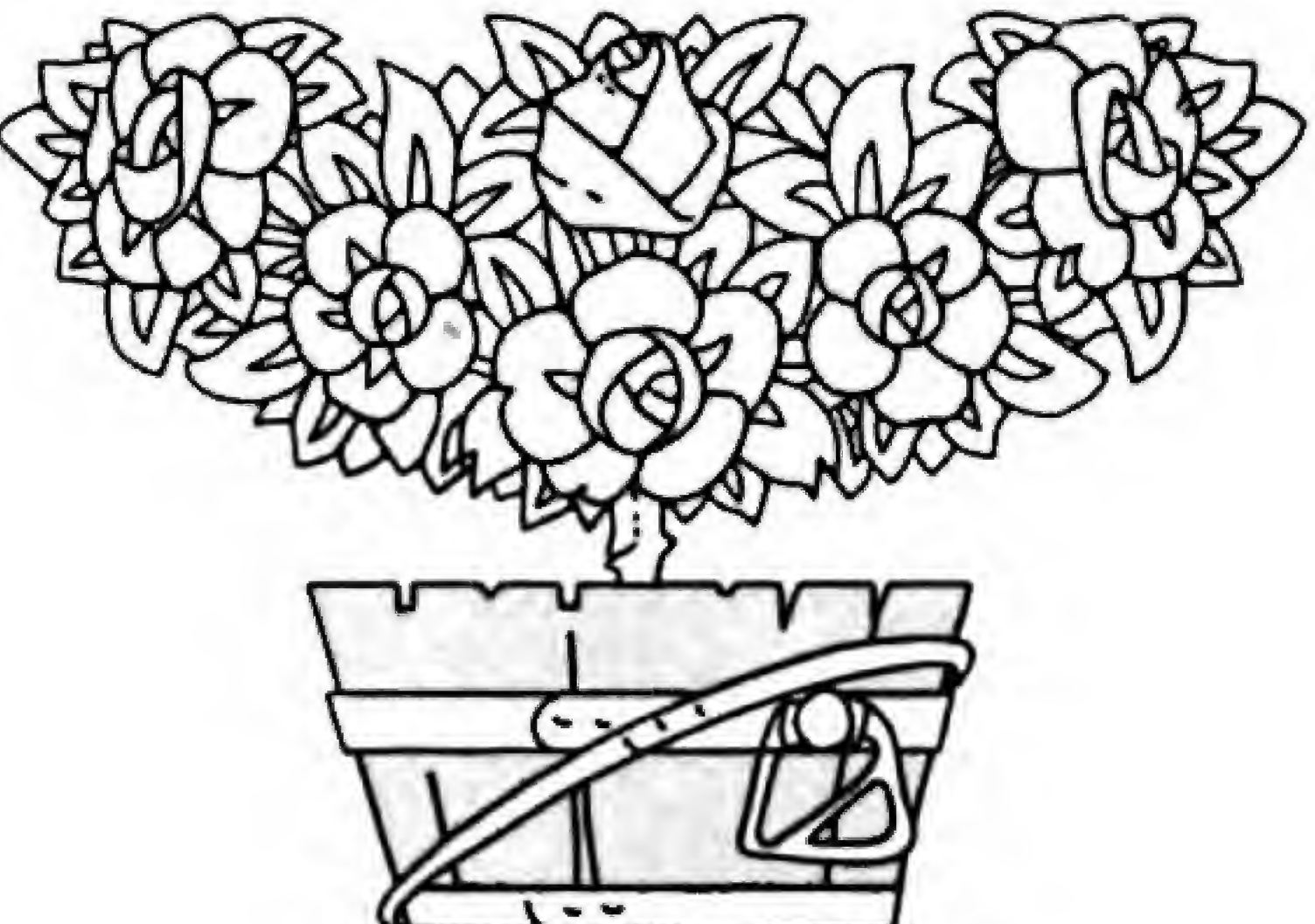
MORTISED

217 40c




MORTISED


218 40c



211 60c




212 Color 60c

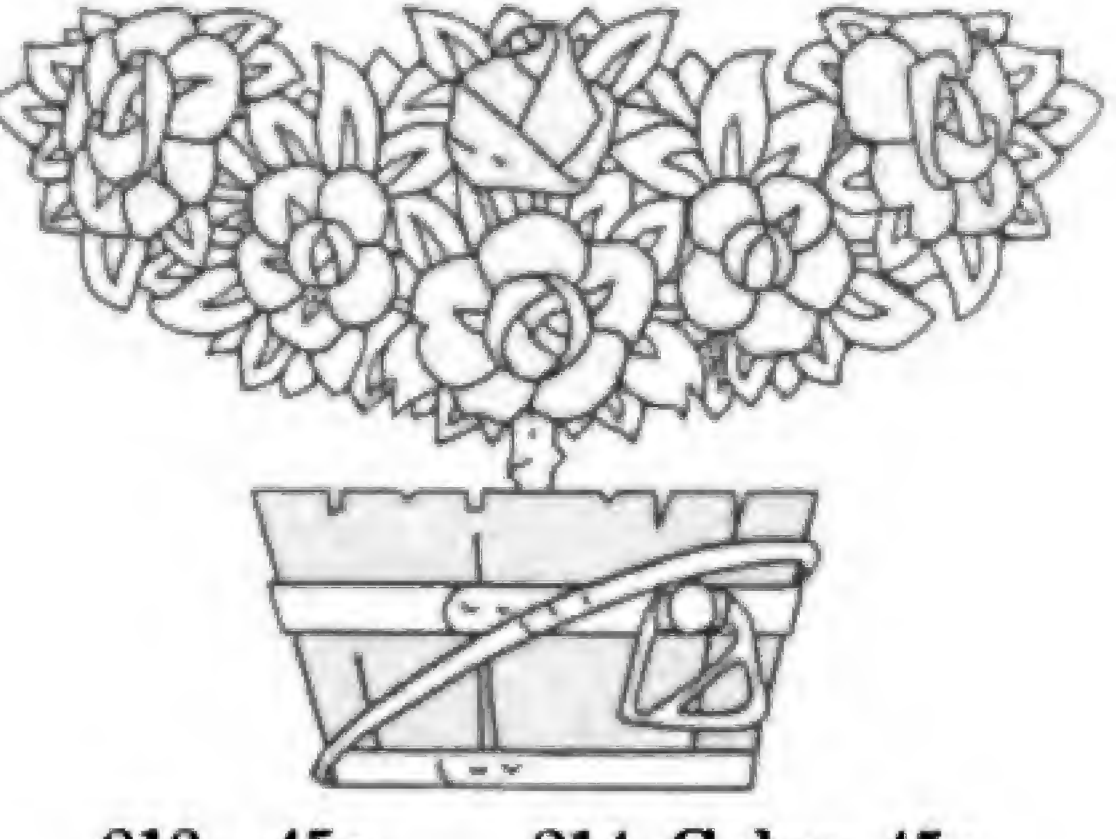


MORTISED

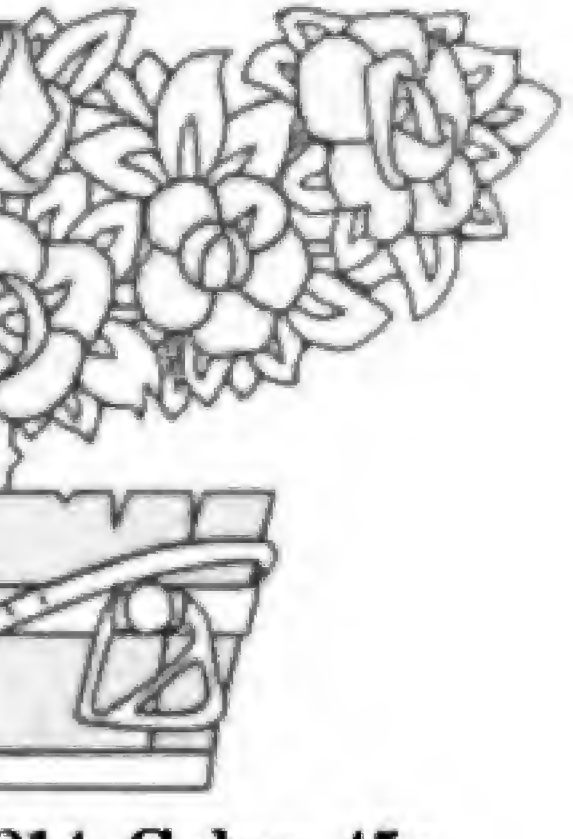
223 45c




224 Color 40c



213 45c




214 Color 45c



Mortised

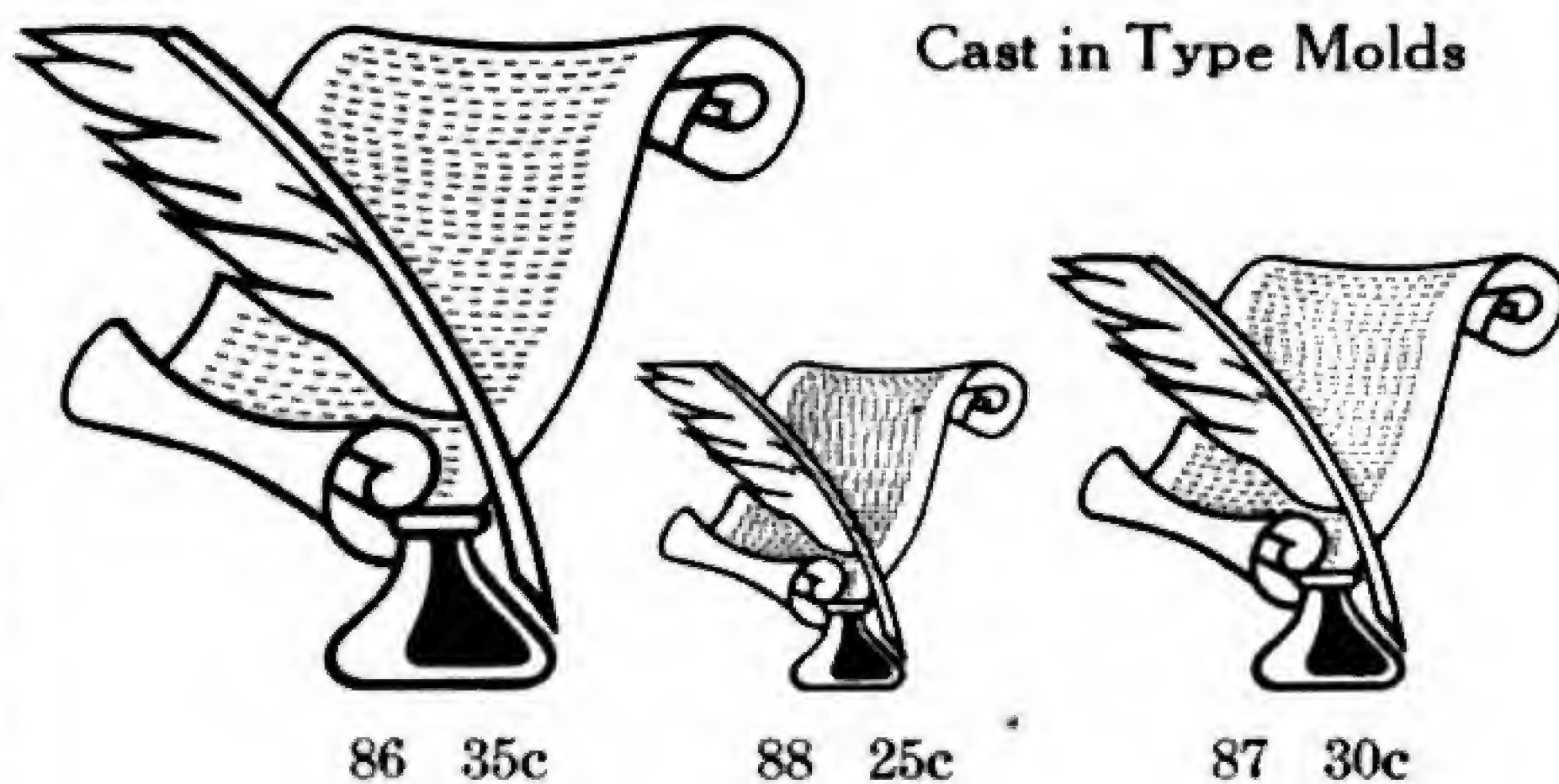
225 35c



226 Color 30c

Versatile Ornaments

Cast in Type Molds



86 35c

88 25c

87 30c



*104 50c



*103 50c

Art Ornament



I-120001 40c

Page Ornament



I-84105 40c

Renaissance Ornament



*24 50c





THE AMERICAN TYPE
FOUNDERS COMPANY
IS THE LARGEST AND
MOST PROGRESSIVE
TYPE FOUNDER IN THE
WORLD, AND SERVES
THE PRINTER BEST

JUN 13 1956

